MACWORLD EXPO

MACWORLD

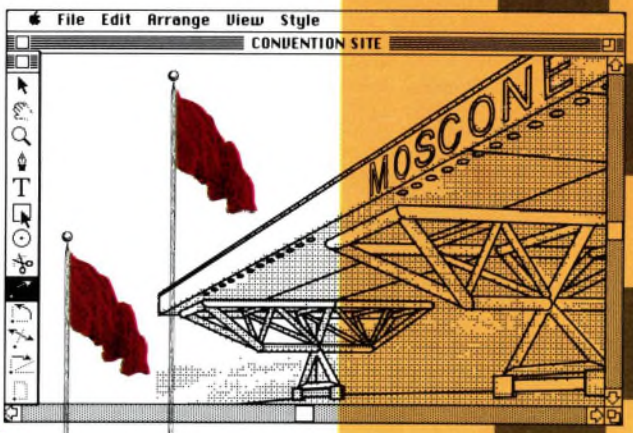
January 15-17 1988

EXPOSITION

Moscone Center

PROGRAM GUIDE

San Francisco



Make sure you visit the PCW Communications booth (#1104) at the Expo to pick up your copy of Macintosh Today.

We've got the Macintosh market right where you want it.

Newsier News.
The Macintosh® market is exploding. And the top-level Macintosh users, managers, and volume buyers are looking to *Macintosh Today* for the most timely and comprehensive news coverage available on the emerging trends and technologies shaping the industry.

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Macintosh Today provides Macintosh power buyers with an extensive selection of in-depth reviews covering the very latest product releases. Our detailed comparison charts increase your exposure and extend the life of your message, as readers refer to them again and again.

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Macintosh Today provides in-depth case studies of today's major corporate and institutional buyers, and the hardware, software and systems solutions they've found to meet their computing challenges. "Must" reading for any player in the corporate Macintosh game.

Contact Eric Rucker, *Macintosh Today* publisher, at (415) 978-3370

PCW Communications, Inc.

The Premier News Source For The Macintosh Industry

An IDG Communications Publication

Welcome

Welcome to **MACWORLD EXPOSITION**. We are very excited to be back in San Francisco for the fourth year in a row to once again bring you the largest and most successful Macintosh event in the world. **MACWORLD EXPOSITION** is proud to present more than 350 companies who will exhibit anything and everything you ever wanted to know about Macintosh. These three days will afford you the opportunity to speak with industry-leading companies who will be exhibiting everything from hardware to software, from peripherals to services, and from publications to accessories. Combine the **SOLD OUT** exhibit hall with our comprehensive three-day conference program, and you will leave **MACWORLD EXPO** with a wealth of Macintosh-related knowledge which you will not find anywhere else in the world. If it has to do with Macintosh, you will find it at **MACWORLD EXPOSITION**.

We would like to thank our exhibitors, vendors and speakers who have helped make **MACWORLD EXPOSITION** what it is today — simply the best there is.

MACWORLD EXPOSITION and Mitch Hall Associates welcomes your participation and looks forward to a mutually successful three days.

Sincerely,

Mitch Hall

Mitch Hall
President
Mitch Hall Associates

MACWORLD EXPOSITION would like to thank the following for their generous contributions to the MACWORLD EXPOSITION Program Guide. Cover Design: Holly Hudson, PCW Communications, Inc.; Cover Illustration: Laurel Wigham, PCW Communications, Inc.; Design & Production: Advanced Computer Graphics, Boston, MA.

EXHIBIT HOURS:
FRIDAY - SUNDAY
11:00 a.m. - 6:00 p.m.

CONFERENCE HOURS:
FRIDAY - SUNDAY
9:00 a.m. - 4:00 p.m.

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The Monitor That's Changing The Look Of Desktop Publishing.

Introducing the 19-inch Viking 1 for the Macintosh™ SE.

The critics have praised the Viking 1 as **"magic"*** *and* **"the clear winner"**** *for desktop publishing on the PC. Now this exciting new monitor is about to change the look of desktop publishing on the Macintosh.*

Here's why:

Introducing "Publishing Resolution.™"
The Viking 1's 19-inch screen allows for a full two-page layout. Its ultra-high 1280 x 960-pixel resolution provides a precise, tack-sharp image—unlike lower-resolution monitors that make it tough to read the fine print. Or higher-resolution monitors that create letters too tiny and fuzzy to read. And the Viking 1's unique square pixels assure that screen and laser-printer characters match perfectly.

Eliminates Flicker.
Some monitors have an annoying flicker that can frazzle your nerves. The Viking 1's exceptional non-interlaced 66 Hz refresh rate provides rock-solid stability.

Fast Screen Update.
With over a million pixels, screen updating can get sluggish on some monitors. The Viking 1 accelerates screen update by avoiding processor wait states.

Gets Your SE Involved.
With most large-screen monitors, your Macintosh is turned off—or just a repository for surplus windows and toolboxes. With the Viking 1, your Mac SE can serve as a 7x11-inch scrollable extension to the large-screen image. Or "roam and zoom" in the large-screen image, zooming in at two levels of "fat bits" magnification of whatever the cursor is pointing to.

IBM® Compatibility.
The Viking 1 is the only monitor that's compatible with both the Macintosh SE and the entire IBM line of PC/XT/AT and PS/2 computers. So you can stay flexible and grow.

Spend A Minute With Moniterm.

That's all it takes to *really* visualize the benefits of the **Viking 1.** For a screening, contact the dealer in your area, or return this card for more information.

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Company_____

Street_____

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Dealer Inquiries Wanted.

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Minnetonka, MN 55343
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FAX—(612)933-5701

*Jim Seymour, *PC Week* **Jim Felici, *Publish!*

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"Publishing Resolution" is a trademark of Moniterm Corporation.

Conference Program Schedule

FRIDAY, JANUARY 15

Time		Room
9:00-9:50	Opening Session: The Journey Continues . .	F/G
10:00-10:50	The Software Entrepreneurs' Roundtable (10:00-11:50)	D
	Mac Graphics in Living Color!	J
11:00-11:50	All About 4th Dimension	J
	How to Become a Power User	G
	Getting Started on Your Mac	F
12:00-12:50	How to Create Desktop Presentations, Part I: Hardware	G
	Getting Started in Networking	F
	What's Available in Macintosh Accounting Software	J
	Visions of Artificial Intelligence	D
1:00-1:50	How to Create Desktop Presentations, Part II: Software	G
	Relational Database Update, Part I: The Users Report	F
	Getting the Most Out of Workgroup Computing	J
	International Distribution and Marketing	D
2:00-2:50	Getting Started in Word Processing	J
	Relational Database Update, Part II: Meet the Publishers!	F
	The Mac and CD-ROM	D
	Why Use Vaporware (And Other Sleazy Marketing Techniques)?	G
3:00-3:50	The Macworld Expo User Group Extravaganza (MUSE), Part I	D
	Bill Atkinson Demonstrates HyperCard	G

SATURDAY, JANUARY 16

Time		Room
9:00-9:25	At the Core of the Apple	F/G
9:30-10:20	Keynote Address: How Can We Stop Japan Inc. From Eating Our Sushi?	F/G
10:30-11:50	Keynote Panel Discussion: Macintosh — The Wizard of '88	F/G
12:00-12:50	Getting Started in Desktop Publishing	J
	The Mac Clinic	D
1:00-1:50	New Adventures in Programming	J
	How to Start and Survive in Business on Your Mac	G
	Medical Computing of the Future: Paging Dr. Macintosh!	D
	Hard Disk Secrets	F
2:00-2:50	The Beginner's Guide to Graphics	J
	CAD on the Mac	F
	The Mac in the Classroom	D
	The Macintosh Bible	G
3:00-3:50	The Macworld Expo User Group Extravaganza (MUSE), Part II	D
	Bill Atkinson Demonstrates HyperCard	G

SUNDAY, JANUARY 17

Time		Room
9:00-9:50	Predicting the Future By Inventing It	G
10:00-10:50	The Developer's Tool Kit	D
	The Future of Desktop Publishing: Part I — Hardware	G
	The Outlook for Macintosh Graphics and Animation	F
	Music on the Mac	J
11:00-11:50	The Beginner's Guide to Programming	D
	The Future of Desktop Publishing: Part II — Software	G
	HyperCard: The Users Report	F
	Maximizing Macs and IBMs in the Same Office	J
12:00-12:50	Meet the Programmers!	D
	The Mac and the Mainframe	F
	Advanced Tips and Tools in Desktop Publishing	G
	AppleTalk: What Now in the Promised LAN(d)?	J
1:00-1:50	The Beginner's Guide to Databases	G
	Connecting the Mac to the DEC World	F
	Shareware Authors Forum	J
	Meet Apple's Mac Programming Experts!	D
2:00-2:50	Maximizing the Mac II	D
	Desktop Communications Update	F
	How It All Began: The Making of the Macintosh	G
	The Mac in the Law Office	J
3:00-3:50	The Macworld Expo User Group Extravaganza (MUSE), Part III	D
	Bill Atkinson Demonstrates HyperCard	G

Conference Program Descriptions

FRIDAY 9:00-9:50

Session 1, Room F/G
Opening Session:
THE JOURNEY CONTINUES...
John Sculley, Chairman and Chief Executive Officer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

FRIDAY 10:00-10:50

Session 2, Room D
Industry Forum:
THE SOFTWARE ENTREPRENEURS' ROUNDTABLE
(10:00-11:50)
A panel of distinguished software entrepreneurs talks about what it takes to launch a successful Mac software product today, and offers an insider's perspective on new markets for the Mac, company acquisitions, and Apple's role as a software publisher.
Jeffrey Tarter, Publisher, *Soft.letter,* 1679 Massaachusetts Avenue, Cambridge, MA 02138 *[Moderator];*
Stephen V. Burakoff, President, Layered, Inc., 529 Main Street, Boston, MA 02129;
Robert H. Campbell, Entrepreneur in Transit;
William V. Campbell, President, Claris Corporation, 20525 Mariani Avenue, Cupertino, CA 95014;
Marc Canter, President, Macromind, Inc., 1028 West Wolfram Street, Chicago, IL 60657;
Susan Morgan, President, Softview, Inc., 4820 Adohr Lane, Suite F, Camarillo, CA 93010;
David Winer, President, Living Videotext Division, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043

FRIDAY 10:00-10:50

Session 3, Room J
User Seminar:
MAC GRAPHICS IN LIVING COLOR!
An exciting overview of directions and products from the leading companies and developers in the Macintosh graphics field. Subject areas include color paint, color draw, image processing, and color graphics hardware.
Jerry Borrell, Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Steven Edelman, President, SuperMac Technology, 950 North Rengstorff Avenue, Mountain View, CA 94043;
Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126;
Toby Farrand, Manager, Advanced Technology Graphics Hardware Group, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Jim Rafferty, Chairman, Cricket Software, Inc., 30 Valley Stream Parkway, Suite 1, Malvern, PA 19355.

FRIDAY 11:00-11:50

Session 8, Room J
User Seminar:
ALL ABOUT 4TH DIMENSION
Everything you need to know to get into 4th Dimension, the Macintosh relational database featuring programming language and MacDraw-like layout graphics, plus run-time and multiuser capability. The demonstration will be followed by an open question-and-answer session.
Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014.

FRIDAY 11:00-11:50

Session 9, Room G
Advanced Workshop:
HOW TO BECOME A POWER USER
You're past the intermediate stage, but you haven't quite yet crossed the boundary into power user status on your Macintosh; you know that your Mac can be quickly and easily customized to your specific needs, but aren't sure how to cause that to happen. This session will introduce you to that more sophisticated level of usage, focusing on such topics as: customizing your system fonts and desk accessories; resource editing; and simple file rescuing techniques.
Bob LeVitus, Editor-in-Chief, *The MACazine,* 8008 Shoal Creek Boulevard, Austin, TX 78766.

FRIDAY 11:00-11:50

Session 10, Room F
Introductory Workshop:
GETTING STARTED ON YOUR MAC
You bounce into work one Monday morning after a long weekend, and there on your desk is this funny-looking box with a square eye staring back at you. You are new to the Mac, and you're positive it doesn't like you. Well, this session is just what you need: a handy-dandy, one-step way to conquer the box and become proficient with the Macintosh. You'll learn the TOP SECRET ways to organize your disks and files, along with down-to-earth explanations of the System, Finder, ROM, RAM, and HFS. A question-and-answer session will follow. Don't miss it!
Andy Reese, Chairman; and **Doug Rudman,** Public Domain Librarian, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229—3585.

FRIDAY 12:00-12:50

Session 12, Room G
User Seminar:
HOW TO CREATE DESKTOP PRESENTATIONS, PART I: HARDWARE
An exciting new dimension of the Macintosh is its ability to produce professional quality presentation materials. This sesssion will explore the leading-edge methods that are currently being used to make presentations; discuss how the

"Draw it again, Sam..."

Here's looking at . . .

Introducing "Draw It Again, Sam,"™ the newest drawing program for Macintosh™ With powerful extended features, it adds new dimensions to your Mac graphics.

If you have used MacDraw™ or MacDraft™ you've felt the power that a drawing program can put in your grasp. Imagine the same power brought to an even higher level, with features like libraries, layers, color, advanced text features, and a wide array of graphic display modes . . . Imagine "Draw It Again, Sam."

Libraries Were Never This Much Fun

Only "Draw It Again, Sam" lets you create your own graphics and text libraries. Create any image, simple or complex, and copy it into a library. Click on an icon-like symbol or on the image's name in a menu, and place the image anywhere on any drawing. Store and retrieve frequently used images, text, or logos, building large libraries (up to 500 images) for drafting, designing, or just for fun. No more rooting through scrapbook files, no more wrestling with the clipboard, and no more wasted time!

Create a Masterpiece —Layer by Layer

Only "Draw It Again, Sam" lets you create and use up to ten transparent drawing planes. You can group similar objects together, as an architectural blueprint or an anatomical drawing. Peel them away to reveal layer after layer of detail. Or view them all while working on only one — and avoid those accidental mouse-clicks that make doing detailed drawings such a trial. Use layers in conjunction with colors to produce spot color separations with ease or extend a single drawing into an animated series. You can even import a drawing and work over it or behind it without touching the original. Save or print the drawing layer-by-layer or as a whole. The possibilities are endless!

Amazing Graphic Flexibility Is Yours

"Draw It Again, Sam" uses the Macintosh's drawing modes to their fullest potential. Your objects can be in opaque, inverted, clear, or erased modes. You can experiment with overlaying transparent colors and patterns, you can even extend your drawing skills beyond the basics and generate an endless set of special effects. The countless colors and shapes achieved by this program are breathtaking.

To Paint or Not to Paint

Version 2.0 of "Draw It Again, Sam" adds a full set of painting tools to the drawing ones. Now you can combine the fine detail of bit-mapped graphics with the flexibility and ease of object-oriented drawing. And you can use both paint and drawing tools on the same layer — either side by side or overlapping. The best part is, "Draw It Again, Sam" is compatible with other paint, draw and page layout programs, allowing you to import and export art forms.

You Must Remember This . . .

With its comprehensive set of features and ease of use, this program is one you have to get your hands on. To find out more, or to order your copy, call (215) 644–3580 and say, "Draw It Again, Sam."

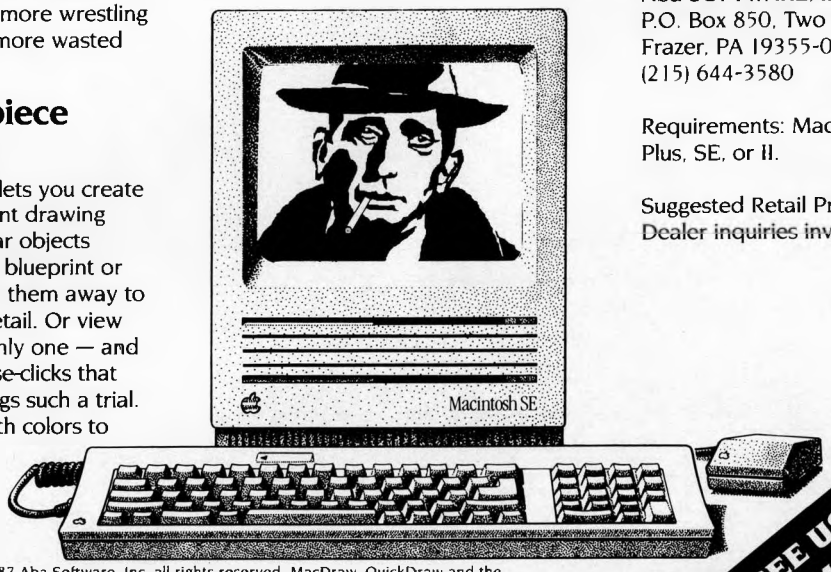
Call or write:

SOFTWARE

Aba SOFTWARE, Inc.
P.O. Box 850, Two Davis Avenue
Frazer, PA 19355-0915
(215) 644-3580

Requirements: Macintosh™ 512E, Plus, SE, or II.

Suggested Retail Price: $150
Dealer inquiries invited.



SEE US AT BOOTH #231
MACWORLD EXPO
SAN FRANCISCO

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Macintosh architecture provides an ideal platform for presentations production; and provide an overview by leading vendors in this area. Part I focuses on hardware, and Part II (1:00-1:50 Friday, Session 17) looks at software.

Dr. William L. Coggshall, President, Desktop Presentations, Inc., 1260 L'Avenida, Mountain View, CA 94043 *[Moderator];*

David Erickson, Market Development Manager, Hewlett-Packard Company, Inc., 16399 West Bernardo Drive, San Diego, CA 92127;

F.X. Skip Millor, Sales Development and Technical Services Director, Equipment, Motion Picture and A/V Products Division, Eastman Kodak Company, Inc., 343 State Street, Rochester, NY 14650;

Amanda North, Marketing Manager, Desktop Presentations, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Paul Streit, Product Manager, Color Film Recorders, Matrix Corporation, One Ramland Road, Orangeburg, NY 10962.

FRIDAY
12:00-12:50

Session 13, Room F
Introductory Workshop:

GETTING STARTED IN NETWORKING

You're a businessperson and want to install a network at your company. What do you do? Start by attending this session, which will provide a look at the hardware and software aspects of networking, along with insider's tips on how networking can coax maximum performance from your LAN.

Mark Loncar, Technical Supervisor, BBDO, 10960 Wilshire Boulevard, Los Angeles, CA 90024 *[Moderator];*

Kee Nethery, Technical Manager, Farallon Computing, Inc., 2150 Kittredge Street, Berkeley, CA 94704;

William K. Sadleir, Chairman and CEO, Dayna Communications, Inc., 50 South Main Street, Salt Lake City, UT 84144.

Conference Program Descriptions

FRIDAY
12:00-12:50

Session 14, Room J
User Seminar:

WHAT'S AVAILABLE IN MACINTOSH ACCOUNTING SOFTWARE

Accounting software for the Macintosh holds considerable advantages over equivalent IBM products. This session will examine those advantages; provide an overview of currently available Mac accounting software; and discuss the significance of trends stimulated by the Mac interface. Single- and multi-user accounting solutions for managing small and medium-sized businesses will be provided.

Stephen E. Mann, President, Creative Digital Systems, 2701 Van Ess Avenue, Suite 410, San Francisco, CA 94109.

FRIDAY
12:00-12:50

Session 15, Room D
User Seminar:

VISIONS OF ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI), the branch of computer science concerned with making computers "smarter," represents an area of accelerating investment within virtually all computer corporations, including Apple. The Mac SE and Mac II make possible the delivery of AI systems on personal computers. This session will provide a short overview on AI, touching on cognitive issues, hardware, software, languages, and expert system shells. The discussion will prove of great interest to both beginners and those with more advanced interests in AI.

Tom Schwartz, Founder, Tom Schwartz Associates, 1470 Wildrose Way, Mountain View, CA 94043 *[Moderator];*

Dennison Bollay, President, ExperTelligence, Inc., 559 San Ysidro Road, Santa Barbara, CA 93110;

Glenn Forrester, President, Coral Software, P.O. Box 307, Cambridge, MA 02142;

Ruben Kleiman, AI Systems Research, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Duane Maxwell, Vice President, Software, LEVCO, 6160 Lusk Boulevard, Suite C-203, San Diego, CA 92121;

Alain Rappaport, Vice President, Neuron Data, 444 High Street, Palo Alto, CA 94301;

Daniel G. Shafer, Author/Consultant, 277 Hillview Avenue, Redwood City, CA 94062.

FRIDAY
1:00-1:50

Session 17, Room G
User Seminar:

HOW TO CREATE DESKTOP PRESENTATIONS, PART II: SOFTWARE

An exciting new dimension of the Macintosh is its ability to produce professional quality presentation materials. This sesssion will explore the leading-edge methods that are currently being used to make presentations; discuss how the Macintosh architecture provides an ideal platform for presentations production; and provide an overview by leading vendors in this area. Part II focuses on software.

R. Darrell Boyle, President, Trailblazer Consultants, 19327 Vendura Court, Saratoga , CA 95070 *[Moderator];*

Louis Levin, Group Product Manager, Graphics Business Unit, Microsoft Corporation, 250 Sobrante Way, Sunnyvale, CA 94086;

Spencer Leyton, Vice President, Living Videotext Division, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043;

Darragh Muldoon, President, Cricket Software, Inc., 30 Valley Stream Parkway, Suite #1, Malvern, PA 19355;

Erik Neumann, Programmer, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657;

Amanda North, Marketing Manager, Desktop Presentations, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Drive a Hard bargain

"You can easily fall in love with the quiet Jasmine drive... (It) ran flawlessly during the review period, with very good performance and no compatibility problems of any kind." – *MacWorld, July 1987*

"This drive is a pleasure to use. With a 26 msec average access time, it is one of the fastest drives around... It almost makes you feel young again."
Howard Bornstein – The MACazine, October 1987

"Even though the Jasmine 80 is inexpensive, we could find no compromise in quality or features with this product." – *InfoWorld, June 29, 1987 (Overall Review Rating: 8.5)*

"The Jasmine Direct Drive 80 is an excellent value, offering not only outstanding price and performance, but an excellent price against the small disk market as well. *InfoWorld* highly recommends looking at this drive for your Macintosh." – *InfoWorld, June 29, 1987*

80MB $1399
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An unbeatable combination of quality, performance and price.

The acclaimed Jasmine Direct Drive 80 is the standard by which all others are judged. Powered by the incredible Quantum 80 MB hard disk drive, it has become one of the most desired Macintosh peripherals ever made. And, like all Jasmine products, a long list of "extras" come along for the ride. For the same performance in a 50 megabyte capacity, be sure to check out the Direct Drive 50, also powered by Quantum.

Remember that Jasmine saves you 40% or more. To order call (415) 621-4339. VISA

Jasmine Technologies, Inc.
555 De Haro Street, San Francisco, CA 94107

Our prices include a Full One Year Warranty. Every drive is shipped with a technical hotline number to answer any questions. Direct Drive 50, Direct Drive 80, Jasmine are trademarks of Jasmine Technologies, Inc. Product specifications and prices are subject to change. Prices include 2' cable and PD software. Prices do not include shipping, CA sales tax (6.5%) or special rush handling. Apple is a registered trademark of, and Macintosh is a trademark licensed to Apple Computer, Inc.

Conference Program Descriptions

FRIDAY
1:00-1:50

Session 18, Room F
User Seminar:
RELATIONAL DATABASE UPDATE, PART I: THE USERS REPORT
The great Macintosh database debate is still raging. Who will emerge as the dominant player? If you're still trying to decide which is the right database for you, you won't want to miss this session. In Part I: Users of Acius' 4th Dimension, Ashton-Tate's dBASE Mac, Blyth Software's Omnis 3 Plus, Fox Software's FoxBASE+, Nantucket's McMAX, and Odesta's Double Helix report on what they've done with the products, and are ready to answer your user-to-user questions. (Part II will follow immediately, Session 23, 2:00-2:50 p.m.)
Adam Green, Author/Consultant, 117 Worthen Road, Lexington, MA 02173 *[Moderator];*
Acius/4th Dimension User: Walter Stewart, National Institutes of Health, Building 8, Room B2A-15, Bethesda, MD 20892;
Ashton-Tate/dBASE Mac User: Keith Thompson, President, Lexington Research, 9 Meriam Street, Suite 7, Lexington, MA 02173;
Blyth Software/Omnis 3 Plus User: James Latendresse, Mast General Store, Highway 194, Valle Cruces, NC 28691;
Fox Software/FoxBASE+ User: to be aannounced;
Nantucket/McMAX User: James Buzzard, Vice President, Engineering, SBT Corporation, One Harvard Drive, Sausalito, CA 94965;
Odesta/Double Helix User: to be announced.

FRIDAY
1:00-1:50

Session 19, Room J
User Seminar:
GETTING THE MOST OUT OF WORKGROUP COMPUTING
The Mac and AppleTalk have given rise to a new phenomenon in interpersonal/workplace communication: workgroup computing. With the introduction of network software such as AppleShare — along with networked mail, database, and word processing applications — Mac users can now actively share information and communicate electronically to solve problems. This session will offer tips on how to set up, organize, and administer workgroup systems to maximize communications while allowing for flexibility in personal work styles. Panelists will offer examples of some common workgroup solutions.
David Ushijima, Senior Technical Editor, *Macworld,* 501 Second Street, Suite 600, San Francisco, CA 94107 *[Moderator];*
Christopher C. Bryant, Marketing Manager, Desktop Communications, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Fritz R.S. Dressler, President, FRS Dressler & Associates, 103 Waterford Circle, Wallingford, PA 19086;
Brita Meng, East Coast Editor, *Macworld,* 33 West Street, Boston, MA 02111;
John More, Group Product Manager, Workgroup Applications, Microsoft Corporation, 16011 N.E. 36th Way, Redmond, WA 98073;
Peter Winer, Vice President, Living Videotext Division, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043.

FRIDAY
1:00-1:50

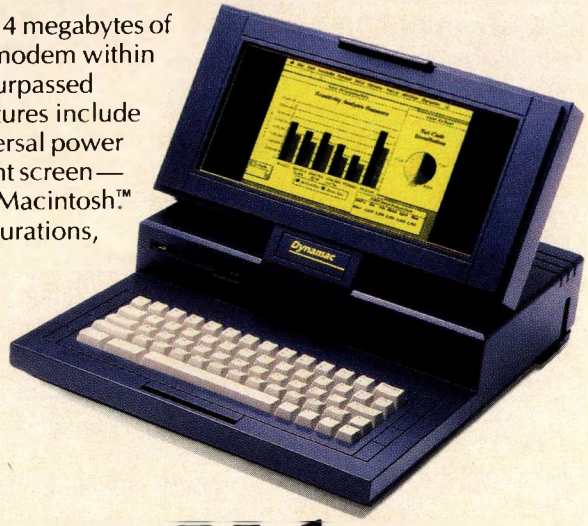
Session 20, Room D
Industry Forum:
INTERNATIONAL DISTRIBUTION AND MARKETING
A powerhouse of pointers for those interested in entering or presently working in the international market, including: How U.S. publishers can expand their business by selling overseas; how U.S. publishers and international distributors communicate directly and through third parties; the role Apple International plays in distribution; what happens when U.S. products or companies are acquired, and what effect this has on distribution rights; how international distributors select and market products, and how U.S. publishers choose between international distributors. Also on the agenda: what success do foreign publishers have in exporting products to the U.S., and how is this best achieved?
Randy Green, President, GreenTree Associates, Inc., One Faneuil Hall Marketplace, Boston, MA 02109 *[Moderator];*
Marylene Delbourg-Delphis, President, ACI, 6 Avenue Franklin Roosevelt, 75008 Paris, France;
Donna Dubinsky, Vice President, International, Claris Corporation, 20525 Mariani Avenue, Cupertino, CA 95014;
Bernd Flurer, President, ALSO-ABC Trading, Muehlendamm 66, 2000 Hamburg 76, West Germany;
Gunnar Larsson, President, Software Plus of Scandinavia, Gamlo Radstugugatan 31, S-600 02 Norrkoping, Sweden;
Dana Siebert, International Sales Manager, Think Technologies Division, Symantec Corporation, 135 South Road, Bedford, MA 01730.

FRIDAY
2:00-2:50

Session 22, Room J
Introductory Workshop:
GETTING STARTED IN WORD PROCESSING
This session focuses on tools for writers, primarily word processing software. Featured is an overview of the types of products available to writers, including programs that help gather and organize information, outliners, word processors, and utilities such as spelling checkers. The emphasis will be on finding the right tools for a particular job.
David Szetela, Vice President and Editor, *NIBBLE* Publications, 45 Winthrop Street, Concord, MA 01742.

Best Performance.

Packing up to 40 megabytes of hard disk storage, 1 to 4 megabytes of RAM and even an optional 300/1200 baud internal modem within its small dimensions—the Dynamac® EL places unsurpassed power and versatility at your fingertips. Standard features include a Big Picture™ and composite video interface, a universal power supply and a high-resolution, gold Electroluminescent screen—capable of displaying 46% more information than a Macintosh.™ Choose from a variety of individually-tailored configurations, starting at $4995.



Best Value.

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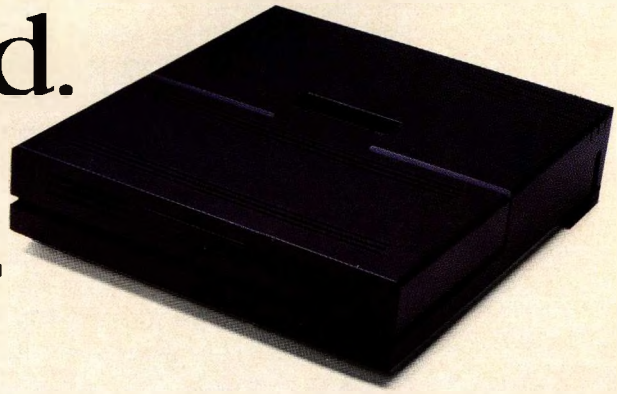

No matter which model or configuration you select, the Dynamac comes with one standard feature that literally leaves the competition behind: it's portable. Sleek, rugged, easy to carry, the Dynamac is designed to accompany you anywhere, just like a briefcase. And, best of all, *it's available now.*

For more information, please contact Dynamac Computer Products, Inc., 1536 Cole Boulevard, Suite 252, Golden, Colorado 80401 (303) 233-7626.

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See us at booth 1513

Conference Program Descriptions

FRIDAY 2:00-2:50

Session 23, Room F
User Seminar:
RELATIONAL DATABASE UPDATE, PART II: MEET THE PUBLISHERS!
The great Macintosh database debate is still raging. Who will emerge as the dominant player? If you're still trying to decide which is the right database for you, you won't want to miss this session. In Part II: the publishers of the leading Macintosh databases describe what their products are doing for users, and stand ready to answer your questions.
Adam Green, Author/Consultant, 117 Worthen Road, Lexington, MA 02173 *[Moderator];*
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062;
Guy Kawasaki, President, Acius, Inc., 20300 Stevens Creek Boulevard, Suite 495, Cupertino, CA 95014;
Michael Kenny, President, Blyth Software, Inc., 2929 Campus Drive, Suite 425, San Mateo, CA 94403;
Laurie Miller, Product Manager, McMax, Nantucket Software, 12555 West Jefferson Boulevard, Los Angeles, CA 90066;
Steven Star, Director, Macintosh Product Development, Ashton—Tate, Inc., 3800 La Crescenta Avenue, Glendale, CA 91214.
Janet Zimmerman, Fox Software, Inc., 118 West South Boundary, Perrysburg, OH 43551.

FRIDAY 2:00-2:50

Session 24, Room D
User Seminar:
THE MAC AND CD-ROM
What is CD-ROM? How does it work? What types of things is it being used for? What do hypertext and multimedia mean? What are the advantages of Macintosh and CD-ROM? The answers to these commonly-asked questions (and more!) will be provided in this insightful seminar, whose goal is to educate end users about CD-ROM technology, how the technology is presently being used with the Macintosh, and how the industry experts see it being used in the future.
Denise Caruso, Opinions Editor, *Macintosh Today,* 501 Second Street, San Francisco, CA 94107 *[Moderator];*
Kevin Kelly, Editor, *Whole Earth Catalog & Review,* 27 Gate 5 Road, Sausalito, CA 94965;
Bernard Pargamin, Charges dEtudes Nouvelle Technologies Informatiques, Regie Nationale des Usines Renault, 34,quai du Point-du-Jour, 92109 Boulogne, France;
Andy Poggio, Manager, Optical Media, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

FRIDAY 2:00-2:50

Session 25, Room G
User Forum:
WHY USE VAPORWARE (AND OTHER SLEAZY MARKETING TECHNIQUES)?
As the Macintosh industry has grown, traditional marketing techniques have slithered onto the scene — pre-announcing product, for one. How do these approaches affect the market? This esteemed panel will provide a lively discussion.
Marc Canter, President, MacroMind, Inc., 1028 West Wolfram Street, Chicago, IL 60657 *[Moderator].*
Stewart Alsop II, Publisher, *P.C. Letter,* 113 Somerset Street, Redwood City, CA 94062;
Esther Dyson, Publisher, *Release 1.0,* 375 Park Avenue, New York, NY 10152;
Jeffrey Tarter, Publisher, *Soft.letter,* 1679 Massachusetts Avenue, Cambridge, MA 02138.

FRIDAY 3:00-3:50

Session 27, Room D
THE MACWORLD EXPO USER GROUP EXTRAVAGANZA (MUSE), PART I
If you haven't yet joined a user group, this is the place to come and see first-hand the kinds of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy these sessions, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE sessions is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the Macworld Expo show floor.
From 3:00 to 4:00, you will hear THE USERS SPEAK OUT — WHAT'S HOT AND WHAT'S NOT. Hear what regular users have to say about the state of the Mac community and the new products at the Macworld Expo. Stop by and just listen — or speak out yourself!
From 4:00 to 5:00, you can participate in THE USER GROUP DIRECTOR'S MANUAL: TRICKS, TRAPS, AND TECHNIQUES FOR STARTING AND RUNNING A USER GROUP. Getting volunteers, publishing a newsletter, dealing with the vendors, support from Apple, relating to the press, how to achieve non-profit status, the problems and benefits of big vs. small groups — these subjects and more will be covered.
Jack Hodgson, Founding Director, BCS.MAC, 48 Grove Street, Somerville, MA 02144 *[Moderator];*
Doug Baldwin, Member of the Board, National Macintosh Computer Society, P.O. Box 8589, Coral Springs, FL 33065;
Tim Celeski, President, Macintosh Downtown Business Users Group, 6743 Beach Drive S.W., Seattle, WA 98136;
Raines Cohen, Operations Manager, Berkeley Macintosh User Group, 1442A Walnut, Berkeley, CA 94709;
R. Steven Dell, President, The Mac Pack, 9519 Viewside Drive, Dallas, TX 75231;

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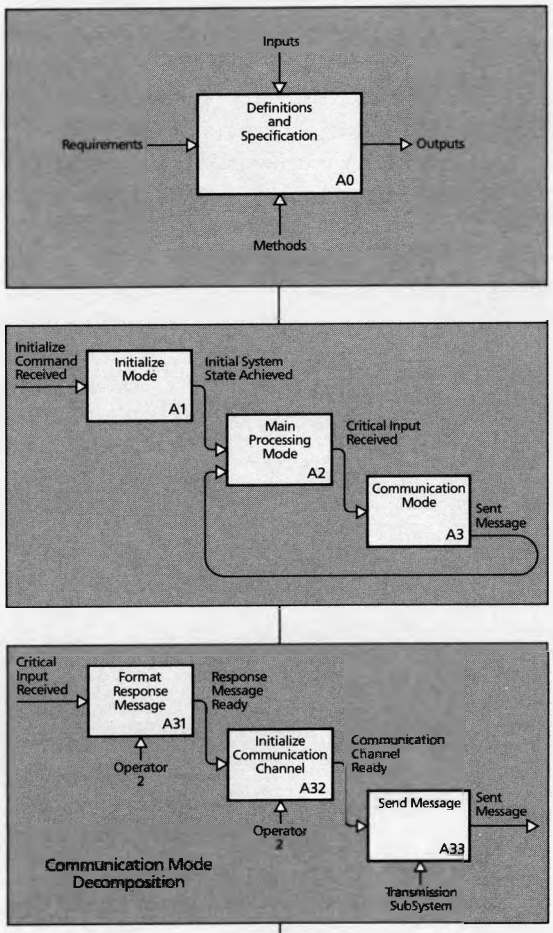

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Macworld Expo 1/88

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Eliot Lipps, Director, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90025.

[The MUSE is a complimentary service provided to all Macworld Expo attendees; it is not restricted to those who have purchased a conference ticket.]

Conference Program Descriptions

FRIDAY 3:00-3:50

Session 28, Room G

BILL ATKINSON DEMONSTRATES HYPERCARD

The developers of Apple's new HyperCard software erector set will demonstrate the program and its uses, and talk about how and why Apple created HyperCard.

Bill Atkinson and **Dan Winkler,** Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

SATURDAY 9:00-9:25

Session 31, Room F/G

AT THE CORE OF THE APPLE

Gary Tooker, Senior Executive Vice President and Chief Operating Officer, Motorola, Inc., 1303 East Algonquin Road, Schaumburg, IL 60196.

SATURDAY 9:30-10:20

Session 32, Room F/G

Keynote Address:

HOW CAN WE KEEP JAPAN INC. FROM EATING OUR SUSHI?

Jean-Louis Gassee, Senior Vice President, R&D, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

SATURDAY 10:30-11:50

Session 33, Room F/G

Keynote Panel Discussion:

MACINTOSH — THE WIZARD OF '88

A gathering of some of the world's foremost Macintosh experts, to discuss the trends they see developing in the industry and what impact these trends are likely to have on users. On the agenda: the outlook for HyperCard; will Apple crack the workstation market? and more!

David Bunnell, Editor-in-Chief, *Macworld,* 501 Second Street, San Francisco, CA 94107 *[Moderator];*

Paul Brainerd, President, Aldus Corporation, 411 First Avenue South, Suite 200, Seattle, WA 98104;

Gordon Eubanks, President, Symantec Corporation, 10201 Torre Avenue, Cupertino, CA 95014;

Jean-Louis Gassee, Senior Vice President, R&D, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Philippe Kahn, President, Borland International, 4585 Scotts Valley Drive, Scottsdale, CA 95066;

Cary Lu, Technology Editor, *Inc.,* 15 Central Way, Suite 197, Kirkland, WA 98033.

Gary Tooker, Chief Operating Officer, Motorola, Inc., 1303 East Algonquin Road, Schaumburg, IL 60196.

SATURDAY 12:00-12:50

Session 34, Room J

Introductory Workshop:

GETTING STARTED IN DESKTOP PUBLISHING

Desktop Publishing on the Mac offers a host of benefits, including control over production schedules, time savings, dollar savings, very quick payback period, a high return on investment, and vastly improved productivity. But choosing the right tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, including Apple's first and second generation Desktop Publishing solutions, along with tips, insights, and guidelines on how to choose the hardware and software that best meet your particular needs.

Susan Gubernat, Editor, *Publish!,* 501 Second Street, San Francisco, CA 94107 *[Moderator];*

Diane Burns, President, TechArt, 3915D 24th Street, San Francisco, CA 94114;

Lee Doliber, Principal, Doliber & Skeffington, 69 Dartmouth Street, Boston, MA 02116;

Steven Howard, Berkeley Macintosh User Group, 1442A Walnut, Suite 62, Berkeley, CA 94709;

Carol Terrizzi, Creative Director, American Demographics, Inc., 108 North Cayuga Street, Ithaca, NY 14850.

SATURDAY 12:00-12:50

Session 35, Room D

Open Forum:

THE MAC CLINIC

This special panel of Mac "doctors" has been assembled specifically to answer your questions about the Macintosh, in terms of both hardware and software. The session will begin with answers to the most commonly-asked questions *(e.g., how to shortcut common Mac procedures; what are INITs and SKeys; how to upgrade your Mac; etc.).* An open Q&A session with the audience will follow. This is the place to bring all the Mac questions you've been storing up because you didn't know who to ask!

Ben Calica and **Cynthia Harriman,** Authors, *The Macintosh Advisor;* and **Jack Hodgson,** Founding Director, BCS.MAC, 48 Grove Street, Somerville, MA 02144.

Conference Program Descriptions

SATURDAY 1:00-1:50

Session 37, Room J
Advanced Workshop:
NEW ADVENTURES IN PROGRAMMING
A technical session for developers and programmers interested in learning how to be compatible with the new way of doing things that Apple has introduced with System 4.2 and the Macintosh II. Included will be: programming tips for making your applications Multi-Finder friendly; programming tips for using menus: pop-ups, tear-offs, and pull-downs! ; programming tips for making your applications color quickdraw friendly; programming tips to determine if your applications should live in a Unix world.
David Smith, Editor and Publisher, *MacTutor,* 1237 Bering, Placentia, CA 92670 *[Moderattor].*
Art Cabral, Chris Derossi, and **Fred Huxham,** Apple Technical Support, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Darryl Lovato, Software Engineer, TML Systems, 7900 Bay Meadows Circle East, #1, Jacksonville, FL 32216.

SATURDAY 1:00-1:50

Session 38, Room G
User Seminar:
HOW TO START AND SURVIVE IN BUSINESS ON YOUR MACINTOSH
You've made the decision that it's time to computerize your office with a Macintosh. This session will provide you with the basics of what hardware and software you'll want to consider to get started, and to allow for future expansion. A *must* for aspiring entrepreneurs!
Charles Rubin, Author/Consultant, 7036 Exeter Drive, Oakland, CA 94611 *[Moderator];*
Eric Alderman, Author/Columnist, 48 Shattuck Square, Suite 13, Berkeley, CA 94704;
John Zeisler, Vice President, Marketing, Claris Corporation, 20525 Mariani Avenue, Cupertino, CA 95014.

SATURDAY 1:00-1:50

Session 39, Room D
User Seminar:
MEDICAL COMPUTING OF THE FUTURE: PAGING DR. MACINTOSH!
The power of Macintosh systems and the ease of use of the interface are combining to make the Mac a new contender in the health care market. Medical software products are proliferating and include applications for practice management and professional billing, practitioner and patient education, telecommunications and health networking, interactive video, biomedical research, and bibliographic retrieval and CD-ROM databases. This session will discuss Apple's interest in the health care field, survey the types of products available, and illustrate the possibilities with demonstrations of new Macintosh products for health networking and eduation.
Steven E. Locke, M.D., Director, Computers in Psychiatry, Center for Clinical Computing, Harvard Medical School, and Co-Director, BCS/Medi.Mac Health User Group, 48 Grove Street, Somerville, MA 02144 *[Moderator];*
Bryan P. Bergeron, M.D., Senior Systems Analyst, Children's Hospital Medical Center, Harvard Medical School, 300 Longwood Avenue, Boston, MA 02115;
John E. Luff, Manager, Health Care Market, Apple Comptuer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Michael D. McDonald, M.P.H., Coordinator, *AIDSnet,* and President, Windom Health Enterprises, 2926 Benvenue, Berkeley, CA 94705.

SATURDAY 1:00-1:50

Session 40, Room F
Advanced Workshop:
HARD DISK SECRETS
If you're a hard disk user, you *need* these inside tips on how to make all of your work run faster, smoother, and more efficiently. Features advice on how to structure folders and save-files, and demonstrations of commercial software and desk accessories that are absolute necessities to hard disk users. Guaranteed to make you a hard disk power user!
David Szetela, Vice President and Editor, *NIBBLE* Publications, 45 Winthrop Street, Concard, MA 01742.

SATURDAY 2:00-2:50

Session 42, Room J
Introductory Workshop:
THE BEGINNER'S GUIDE TO GRAPHICS
If you're anxious to get started with creating great artwork and luminous illustrations on your Mac, this session will provide an excellent launching pad. Includes: A look at the graphics applications most important to a beginner — what they do, how they're different, and how to use their features. Understanding the distinction between bit-map and object-oriented images. How clip-art libraries are another way to produce graphics (especially for users who have no graphics talent). And more!
Tom Santos, Member of the Board, Berkeley Macintosh User Group, 1442A Walnut Street, Suite 62, Berkeley, CA 94709.

SATURDAY 2:00-2:50

Session 43, Room F
User Seminar:
CAD ON THE MAC
This panel will explore the Macintosh in the engineering environment, as industry leaders discuss the benefits of using the Mac for CAD applications.
David L. Peltz, Associate Editor, *The*

CAD/CAM Journal, 20450 Celtic Street, Chartsworth, CA 91311 *[Moderator].*
James E. Dunn, President, Ditechs, Inc., 1000 Broadway, Suite A100, Oakland, CA 94607;
Thomas J. Lazear, President, Versacad Corporation, 7372 Prince Drive, Huntington Beach, CA 92647;
Avi Lipsky, President, Micro CAD/CAM, Inc., 3230 Overland Avenue, Suite 105, Los Angeles, CA 90034;

SATURDAY
2:00-2:50

Session 44, Room D
User Seminar:
THE MAC IN THE CLASSROOM
Educators nationwide are enhancing both their curricula and their teaching styles with inventive, powerful uses of the Macintosh. This session will report on the latest exciting developments in Macintosh applications and peripherals, discuss plans that are on the drawing board, and demonstrate and explain new concepts in using the Mac as a teaching tool.
Jay Fenton, Staff Engineer, Vivarium Project, Apple Computer, Inc., 9155 West Sunset Boulevard, Los Angeles, CA 90069;
Prasad Kaipa, Department of Medical Informatics, University of Utah, 2011 Highland View Circle, Salt Lake City, UT 84109.

SATURDAY
2:00-2:50

Session 45, Room G
User Seminar:
THE MACINTOSH BIBLE
A comprehensive collection of tips, tricks, and shortcuts for getting the most out of a Mac. Special bonus: do's and don'ts for using the Mac to self-publish — how to avoid the pitfalls into which the unwary have stumbled!
Arthur Naiman, Author/Consultant, Box 7635, Berkeley, CA 94707.

Conference Program Descriptions

SATURDAY
3:00-3:50

Session 47, Room D
THE MACWORLD EXPO USER GROUP EXTRAVAGANZA (MUSE), PART II
If you haven't yet joined a user group, this is the place to come and see first-hand the kinds of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy these sessions, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE sessions is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the Macworld Expo show floor.
From 3:00 to 4:00, you will hear THE USERS SPEAK OUT — WHAT'S HOT AND WHAT'S NOT. Hear what regular users have to say about the state of the Mac community and the new products at the Macworld Expo. Stop by and just listen — or speak out yourself!
From 4:00 to 5:00, you can participate in THE USER GROUP DIRECTOR'S MANUAL: TRICKS, TRAPS, AND TECHNIQUES FOR STARTING AND RUNNING A USER GROUP. Getting volunteers, publishing a newsletter, dealing with the vendors, support from Apple, relating to the press, how to achieve non-profit status, the problems and benefits of big vs. small groups — these subjects and more will be covered.
Jack Hodgson, Founding Director, BCS.MAC, 48 Grove Street, Somerville, MA 02144 *[Moderator];*
Steve Costa, Software Librarian, Berkeley Macintosh User Group, 1442A Walnut, Berkeley, CA 94709;
Stuart Gitlow, President, LaserBoard, 1212 Fifth Avenue, New York, NY 10029;
Bob Marean, President, Southern Tier Apple Corps, 98 Oak Street, Binghamton, NY 13905;
Tom Negrino, Director, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90025;
Andy Reese, Chairman, Apple Corps of Dallas, 11212 Indian Trail, Dallas, TX 75229;
Tom Santos, Berkeley Macintosh User Group, 1442A Walnut, Berkeley, CA 94709;
Clark Thomas, General Manager, MacInteresteds, 2305 Elliston Place, Suite C-5, Nashville, TN 37203.
[The MUSE is a complimentary service provided to all Macworld Expo attendees; it is not restricted to those who have purchased a conference ticket.]

SATURDAY
3:00-3:50

Session 48, Room G
BILL ATKINSON DEMONSTRATES HYPERCARD
The developers of Apple's new HyperCard software erector set will demonstrate the program and its uses, and talk about how and why Apple created HyperCard.
Bill Atkinson and **Dan Winkler,** Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

SUNDAY
9:00-9:50

Session 51, Room G
Special Session:
PREDICTING THE FUTURE BY INVENTING IT
Dr. Alan C. Kay, Apple Fellow, Apple Computer, Inc., 12212 Octagon Street, Los Angeles, CA 90049.

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SUNDAY
10:00-10:50

Session 52, Room D
Advanced Workshop:
THE DEVELOPER'S TOOL KIT
An invaluable assortment of programming tips, insights, and tried-and-true tricks of the trade for writing applications for the Macintosh, including an inside look at compilers, debuggers, and more.
Steven L. Brecher, Owner, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086 *[Moderator];*
Darin Adler, Cheese Host, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Dennis Brothers, System Engineering, NeXT, Inc., 3475 Deer Creek Road, Palo Alto, CA 94304;
Yogan Dallal, Vice President, Product Development, Claris Corporation, 20525 Mariani Avenue, Cupertino, CA 95014;
Adam Hertz, Systems Architect, Lotus Development Corporation, 161 First Street, Cambridge, MA 02142;
Scott Knaster, Macintosh Technical Support Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

SUNDAY
10:00-10:50

Session 53, Room G
User Seminar:
THE FUTURE OF DESKTOP PUBLISHING: PART I — HARDWARE
Where does desktop publishing go from here? To help you strategize for the future, this session will present: the outlook for desktop publishing and how it will affect you; who the major players are now — and who is likely to be in the future; what you should do today to be ready to capitalize on tomorrow's developments. Part I focuses on hardware; Part II follows at 11:00, and will focus on desktop publishing software.
Tony Bove and **Cheryl Rhodes,** Editors, *Desktop Publishing,* P.O. Box 620025, Woodside, CA 94062 *[Moderators];*
Michael Boich, President, Radius, Inc., 404 East Plumeria, San Jose, CA 95134;
Douglas B. MacRae, Chairman, General Computer Corporation, 215 First Street, Cambridge, MA 02142;

Conference Program Descriptions

James McNaul, Vice President, Strategic Planning, Datacopy Corporation, 1215 Terra Bella Avenue, Mountain View, CA 94043;
John Scull, Desktop Publishing Marketing Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
John Warnock, President, Adobe Systems, Inc., 1870 Embarcadero Road, Palo Alto, CA 94303.

SUNDAY
10:00-10:50

Session 54, Room F
User Seminar:
THE OUTLOOK FOR MACINTOSH GRAPHICS AND ANIMATION
The technology we've been waiting for is here! Tools we could only dream about yesterday — color, big screens, faster processors, second-generation graphics software — are now at hand, and bode well for technological treats we can expect in the near future. This panel will demonstrate some of the creative possibilities in graphic imaging and interaction, and talk about potential directions for graphics and animation.
Erfert Nielson, Contributing Editor, *Macworld,* 501 Second Street, San Francisco, CA 94107 *[Moderator];*
Elon Gasper, President, Bright Star Technology, Inc., 1003 111th Avenue, N.E., Bellevue, WA 98004;
Marney Morris, President, Animatrix, Inc., 120 Hawthorne, Suite C, Palo Alto, CA 94301;
Tom Rielly, Marketing Manager, SuperMac Technology, 950 North Rengstorff Avenue, Mountain View, CA 94043;
Eric Zocher, Vice President, R&D, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126.

SUNDAY
10:00-10:50

Session 55, Room J
MUSIC ON THE MAC
The Macintosh is the personal computer of choice for many musicians, with its exceptional ability to play, display, interactively edit, and print standard musical notation. This session provides a state-of-the-art look at music on the Mac, highlighted by a musical demonstration.
Nancy E. Dunn, Associate Editor; and
Steven Levy, Contributing Editor, *Macworld,* 501 Second Street, San Francisco, CA 94107 *[Moderators];*
Elizabeth Gebhart, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Christopher Yavelo, Composer/Computer Music Specialist.

SUNDAY
11:00-11:50

Session 57, Room D
Introductory Workshop:
THE BEGINNER'S GUIDE TO PROGRAMMING
This introductory session will discuss the variety of programming languages available for the Macintosh — advantages, disadvantages, and applications of each; pitfalls to avoid; and some solid tips to get you started on the right foot.
Howard Katz, Programmer/Writer, 6989 Russell Avenue, Burnaby, B.C., Canada V5J 4R8 *[Moderator];*
Doug Houseman, Librarian, MacTechnix User Group, Box 2751, Ann Arbor, MI 48106;
David Lingwood, Excutive Director, Apple Programmer's and Developer's Association, 290 S.W. 43rd Road, Renton, WA 98055;
David Wilson, President, Personal Concepts, 635 Wellsbury Way, Palo Alto, CA 94306.

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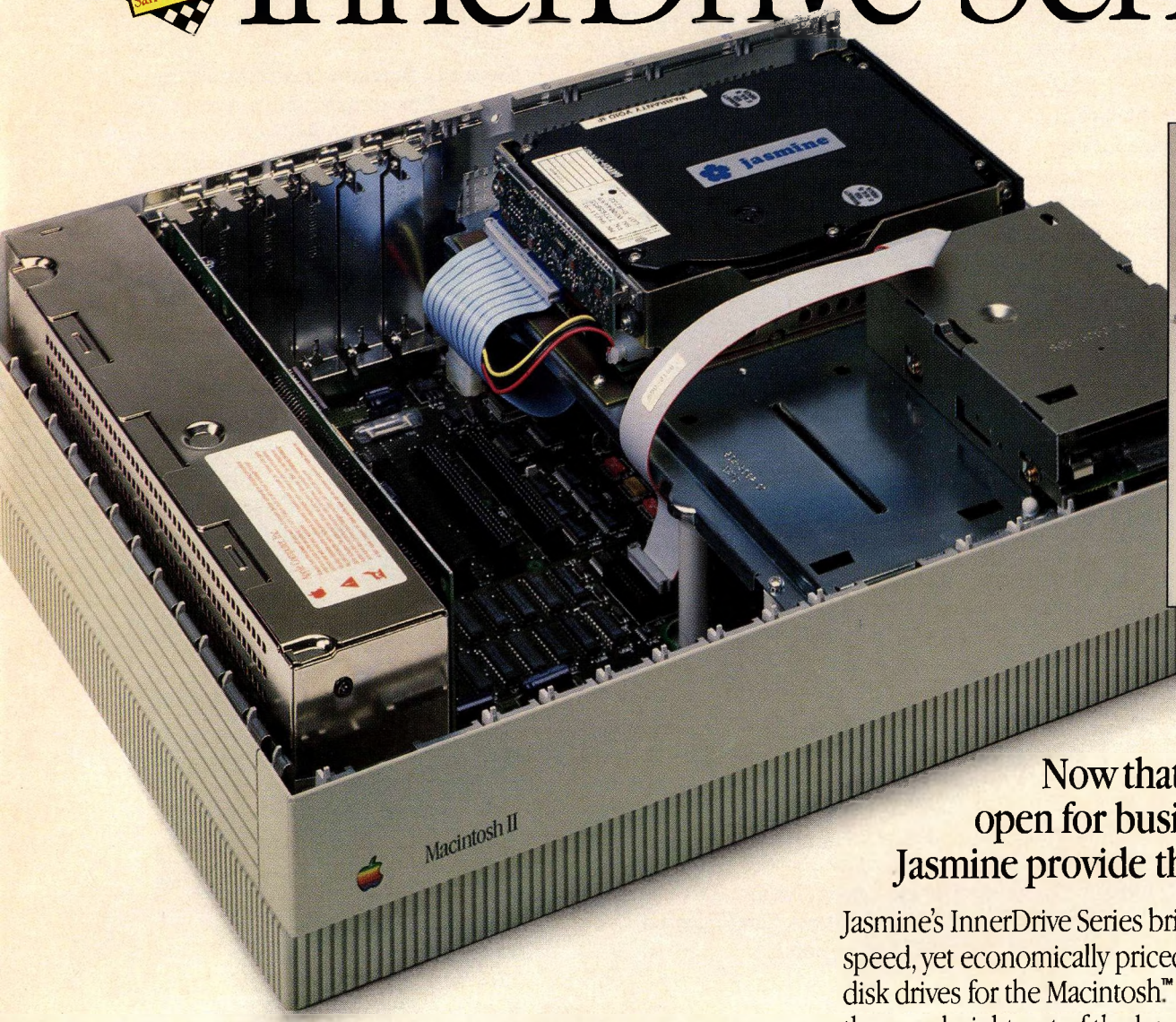

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Conference Program Descriptions

SUNDAY 11:00-11:50

Session 58, Room G
THE FUTURE OF DESKTOP PUBLISHING: PART II — SOFTWARE
Where does desktop publishing go from here? To help you strategize for the future, this session will present: the outlook for desktop publishing and how it will affect you; who the major players are now — and who is likely to be in the future; what you should do today to be ready to capitalize on tomorrow's developments. Part II focuses on desktop publishing software.
Tony Bove and **Cheryl Rhodes,** Editors, *Desktop Publishing,* P.O. Box 620025, Woodside, CA 94062 *[Moderators];*
Fred Ebrahimi, President, Quark, Inc., 300 South Jackson, Suite 1, Denver, CO 80209;
James Klauber, Vice President, Letraset U.S.A., 40 Eisenhower Drive, Paramus, NJ 07653;
Heidi Roizen, President, T/Maker Graphics, 2115 Landings Drive, Mountain View, CA 94043;
Robert Simon, President, PS Publishing, 290 Green Street, Suite 1, San Francisco, CA 94133;
Michael Solomon, Vice President, Aldus Corporation, 411 First Avenue South, Suite 200, Seattle, WA 98104.

SUNDAY 11:00-11:50

Session 59, Room F
User Seminar:
HYPERCARD: THE USERS REPORT
Some notable users of HyperCard describe their experiences with this exciting innovation, and provide a forecast of HyperCard products they expect to see.
Ben Calica, HyperCard Group Leader, BCS.MAC, 48 Grove Street, Somerville, MA 02144 *[Moderator].*
Prasad Kaipa, Department of Medical Informatics, University of Utah, 2011 Highland View Circle, Salt Lake City, UT 84109;
Jan Lewis, President, Palo Alto Research Group, 108 East Fremont Avenue, Suite 122, Sunnyvale, CA 94087.

SUNDAY 11:00-11:50

Session 60, Room J
User Seminar:
MAXIMIZING MACS AND IBMs IN THE SAME OFFICE
Having IBM PCs and Macintoshes in the same office provides a truly mind-boggling panorama of business opportunities. Conversely, this fabulous opportunity can also be a colossal headache, tantalizing users with potential that can't be realized due to problems of connectivity and compatibility. This session provides a forum for leading-edge users to describe steps they have taken to overcome the dilemma, and vent their aggravation over thorny problems to which no solutions have yet been found.
Maggie Canon, Editor, *Macintosh Today,* 501 Second Street, San Francisco, CA 94107 *[Moderator].*

SUNDAY 12:00-12:50

Session 62, Room D
Open Forum:
MEET THE PROGRAMMERS!
An open forum discussion with leading Macintosh programmers discussing areas such as new graphic environments, advances in user interface, better programming models, and new hardware. Don't miss this opportunity to ask questions of these influential developers, to find out what they're up to, and to gain meaningful insights and feedback on development ideas!
Robert Simon, President, PS Publishing, 290 Green Street, Suite 1, San Francisco, CA 94133 *[Moderator];*
Doug Baron, Senior Programmer, Living Videotext Division, Symantec Corporation, 117 Easy Street, Mountain View, CA 94043;
Steven L. Brecher, Owner, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086;
Dennis Brothers, System Engineering, NeXT, Inc., 3475 Deer Creek Road, Palo Alto, CA 94304;
Don Brown, Programmer, CE Software, 801 73rd Street, Des Moines, IA 50312;
Steve Capps, c/o *Macworld,* 501 Second Street, San Francisco, CA 94107;
Steve Chernicoff, c/o Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Adam Hertz, Systems Architect, Lotus Development Corporation, 161 First Street, Camridge, MA 02142;
Andy Hertzfeld, Software Wizard, Radius, Inc., 404 East Plumeria, San Jose, CA 95134.
Cliff Joyce, President, Dubl-Click Software, Inc., 18201 Gresham Street, Northridge, CA 91325;
Duane Maxwell, Vice President, Software, LEVCO, 6160 Lusk Boulevard, Suite C-203, San Diego, CA 92121.

SUNDAY 12:00-12:50

Session 63, Room F
User Seminar:
THE MAC AND THE MAINFRAME
This panel is aimed at Macintosh users for whom mainframe connectivity is important. It will cover both Apple's strategic direction in host communication (AppleTalk for VMS, SNA one-network strategy, and OSI), as well as an overview of existing capabilities in several host environments, along with a look at which products do what best. The discussion will include the Macintosh's abilities to communicate with IBM, DEC, Wang, UNIX, Northern Telecom, and other environments.
Ted Leonsis, President, Redgate Communications Corporation, 660 Beachland Boulevard, Vero Beach, FL 32963 *[Moderator];*

Conference Program Descriptions

Alex Gernert, Product Marketing Manager, Tri-Data, 505 East Middlefield Road, Mountain View, Ca 94043;
Peter Hirshberg, Marketing Manager, Desktop Communications, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Dwight Holmburg, President, Omnigate, Inc., 351 California Street, Suite 1000, San Francisco, CA 94104;

SUNDAY
12:00-12:50

Session 64, Room G
Advanced Workshop:
ADVANCED TIPS AND TOOLS IN DESKTOP PUBLISHING
If you've decided to get serious about desktop publishing, you need more than a passing familiarity with page layout programs and the LaserWriter. This session will provide an overview of second-generation desktop publishing solutions for advanced DTP applications, and help you: learn about scanners, video digitizers, and big screens; find out about the next round of layout software and the influence of PostScript; and pick up a few tips for getting the most from your LaserWriter.
James Felici, Technical Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107;*[Moderator];*
Bruce Charonnat, Technical Art Director, *Macintosh Today,* 501 Second Street, San Francisco, CA 94107;
Craig Sheumaker, Principal, Gillian/Craig Associates, 165 8th Street, Suite 301, San Francisco, CA 94103;
Randy Simon, Berkeley Macintosh User Group, 1442A Walnut, Suite 62, Berkeley, CA 94709.

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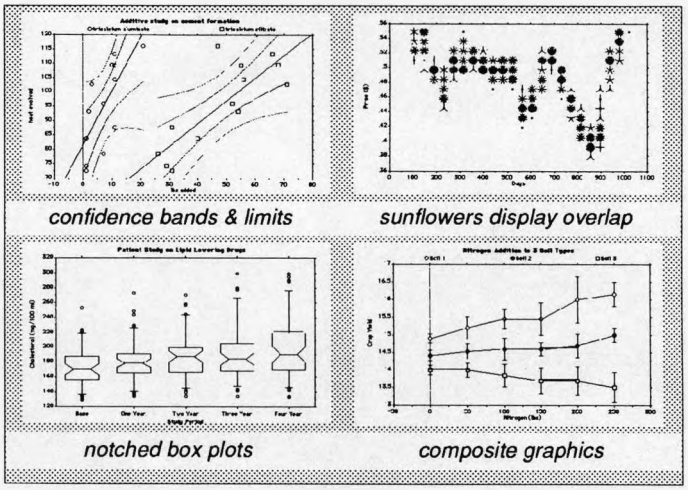

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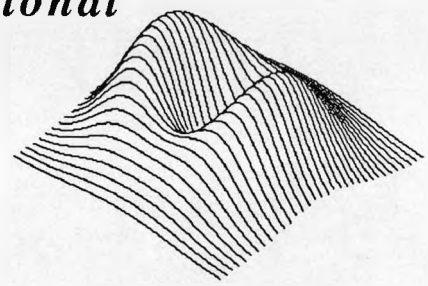

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Demo disks: $10.00.

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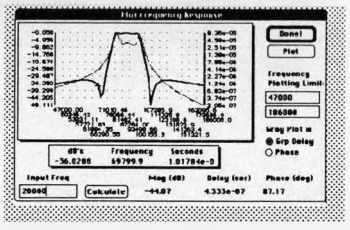

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June 1988 Release

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Ongoing demonstrations of all BrainPower products at the Expo – booth #545

Conference Program Descriptions

SUNDAY 12:00-12:50

Session 65, Room J
User Seminar:
APPLETALK: WHAT NOW IN THE PROMISED LAN(D)?
Now that connections are easy and plentiful, what can you do? E-Mail, File Transfer, Gateways, Mac/PC, LapTop, Large Networks, VAX etc., WANs etc., and more. A cast of thousands (or 8, more precisely) will review the state of the art in AppleTalk LAN(d).
Guy Mariande, Founder and President, AppleTalk Developers Association, 5720 Peachtree Parkway, Norcross, GA 30092 *[Moderator];*
David B. Crellen, President, Solana Electronics, 7887 Dunbrook Road, Suite A, San Diego, CA 92126;
Nat Goldhaber, President, Centram Systems West, 2560 Ninth Street, Suite 220, Berkeley, CA 94710;
Steven R. Nelson, Marketing Manager, Kinetics, Inc., 2500 Camino Diablo, Suite 110, Walnut Creek, CA 94596;
David Ryter, Vice President, Marketing, Pacer Systems, 1900 West Park Drive, Suite 2380, Westboro, MA 01581;
Scott Schnell, AppleTalk Product Line Manager, Apple Computer, Inc., 25025 Mariani Avenue, Cupertino, CA 95014;
Ty Shipman, President, Gorilla Software Systems, 9152 Dewsbury Avenue, San Diego, CA 92126;
Andrew Singer, Vice President, Think Technologies Division, Symantec Corporation, 135 South Road, Bedford, MA 01730.

SUNDAY 1:00-1:50

Session 67, Room G
Introductory Workshop:
THE BEGINNER'S GUIDE TO DATABASES
Does database jargon confound you? Let an experienced Mac database guru demystify the subject for you. Learn the essentials, the important terminology, and how to evaluate the database program to fit your data management needs.
Ben Calica, Editor and Author, *The Macintosh Advisor,* 66 Walnut Street, Somerville, MA 02143.

SUNDAY 1:00-1:50

Session 68, Room F
User Seminar:
CONNECTING THE MAC TO THE DEC WORLD
Connecting your Macintoshes to a DEC host can unify your office computing. This session will explore: why one would want to integrate the two environments; what's possible today; the architectures that make connectivity possible, along with their implications; how to choose the products that best fit your needs; and more.
Alfred Mandel, Executive Vice President, Redgate Communications Corporation, 185 Berry Street, San Francisco, CA 94303 *[Moderator];*
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062;
Robert B. Denny, President, Alisa Systems, Inc., 221 East Walnut, Suite 230, Pasadena, CA 91101;
Peter Hirshberg, Marketing Manager, Desktop Communications, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Steven R. Nelson, Marketing Manager, Kinetics, Inc., 2500 Camino Diablo, Suite 110, Walnut Creek, CA 94596;
David Ryter, Vice President, Marketing, Pacer Systems, 1900 West Park Drive, Suite 2380, Westboro, MA 01581;
Sam Solon, President, White Pine Software, Inc., P.O. Box 1108, Amherst, NH 03031.

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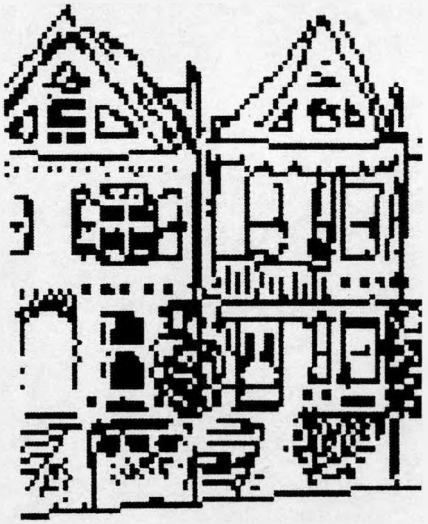
Conference Program Descriptions

SUNDAY 1:00-1:50

Session 69, Room J
Open Forum:
SHAREWARE AUTHORS FORUM
Is shareware effective? This panel of past and present shareware authors discuss the popular "try before you buy" marketing method. Topic questions include: what kind of software is available? how is it distributed? does the honor system really work in today's marketplace? what makes a successful shareware product? should independent companies be allowed to profit by distributing shareware software?
Robert Hafer, Executive Director, Macintosh Group, The Boston Computer Society, 48 Grove Street, Somerville, MA 02143 *[Moderator];*
Don Brown, Programmer, CE Software, 801 73rd Street, Des Moines, IA 50312;
Harry Chesley, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
David Dunham, Partner, Maitreya Design, P.O. Box 1480, Goleta, CA 93116;
Rob Hahn, Contributing Editor, *Macworld,* 501 Second Street, San Francisco, CA 94107;
John Mitchell, Owner, MacMaster Systems, 108 East Fremont Avenue, Suite 37, Sunnyvale, CA 94087;
Brad Pettit, Owner, Thunder Bay Software Design, East 4212 10th Street, Spokane, WA 99202;
Scott Watson, President, Freesoft Company, 150 Hickory Drive, Beaver Falls, PA 10510.



SUNDAY 1:00-1:50

Session 70, Room D
Programmer/Developer Forum:
MEET APPLE'S MAC PROGRAMMING EXPERTS!
A rare opportunity for third-party developers to meet face-to-face with the Apple Macintosh Developer Technical Support Group, and get answers (in person) to all your technical questions.
Darin Adler, Cheese Host;
Chris Derossi, Technoid;
Fred Huxham, Omniscient Thaumaturge;
Chris Knepper, Texa Port;
Priscilla Oppenheimer, Tech Support Engineer;
Scott "ZZ" Zimmerman, Dudeface Hacker.

SUNDAY 2:00-2:50

Session 72, Room D
MAXIMIZING THE MAC II
An invaluable collection of tips, tricks, and how-to's for squeezing absolutely the most power and productivity out of your Mac II. Bring all your questions and play stump the panel!
Daniel Farber, Industry Editor, *Macintosh Today,* 501 Second Street, San Francisco, CA 94107 *[Moderator].;*
Howard Bornstein, Author/Columnist, P.O. Box 1245, Menlo Park, CA 94025;
Michael Dhuey, Senior Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
David Ushijima, Senior Technical Editor, *Macworld,* 501 Second Street, San Francisco, CA 94107.

SUNDAY 2:00-2:50

Session 73, Room F
User Seminar:
DESKTOP COMMUNICATIONS UPDATE
Desktop Communications puts high-level communication power on the desktops of non-technical business users in a way they can understand and put to good use. This session takes a look at the latest developments and future trends in Apple and its third-party community activities in desktop communications, discussing such key areas as: using your Macintosh in local area networks, as an intelligent workstation, in a mainframe environment, and as a window into the world of information utilities.
Fritz Dressler, President, FRS Dressler & Associates, 103 Waterford Circle, Wallingford, PA 19086 *[Moderator];*
Lynn Alley, Senior Research Scientist, Dayna Communications, Inc., 50 South Main Street, Salt Lake City, UY 84144;
Peter Friedman, Desktop Communications Marekting Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Nat Goldhaber, President, Centram Systems West, Inc., 2560 Ninth Street, Suite 220, Berkeley, CA 94710;
Reese Jones, President, Farallon Computing, 2150 Kittredge Street, Berkeley, CA 94704;
Christopher Kenber, President, Scanner Division, DEST Corporation, 1201 Cadillac Court, Milpitas, CA 95035;
Guy Mariande, Vice President, Sales and Marketing, Tangent Technologies, Inc., 5720 Peachtree Parkway, Norcross, GA 30092;
Andrew Singer, Vice President, Think Technologies Division, Symantec Corporation, 135 South Road, Bedford, MA 01730.

Conference Program Descriptions

SUNDAY 2:00-2:50

Session 74, Room G

HOW IT ALL BEGAN: THE MAKING OF THE MACINTOSH

Reminiscences of the history of the Macintosh's development, by some of the people who created the Mac, including Andy Hertzfeld, Alan Kay, Alain Rossmann, and Burrell Smith.

SUNDAY 2:00-2:50

Session 75, Room J

User Seminar:

THE MAC IN THE LAW OFFICE

All you really need to know about bringing the Macintosh into your law office and maximizing its use once you get it there, including: how to plan for and install Macs; hardware configurations; connecting Macs and MS-DOS machines; local area networks and telecommunications. The emphasis will be on practical advice on making software selections and purchasing word processing, database, time and billing, and presentations software.

Martin Dean, Esq., Publisher, *The Electronic Lawyer,* 965 Union Street, San Francisco, CA 94133 *[Moderator];*

James Burger, Esq., Chief Counsel/ Government, Apple Computer, Inc., 1892 Preston White Drive, Reston, VA 22091;

Paul Goodman, Esq., Attorney-at-Law, 120 East 56th Street, New York, NY 10022;

Marvin Hyman, Esq., Vice President, Warren, Gorham & Lamont, Inc., One Penn Plaza, New York, NY 10119.

SUNDAY 3:00-3:50

Session 77, Room D

THE MACWORLD EXPO USER GROUP EXTRAVAGANZA (MUSE), PART III

If you haven't yet joined a user group, this is the place to come and see first-hand the kinds of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy these sessions, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of the MUSE sessions is to provide a completely unbiased, knowledgeable source of information on the best, the brightest, the most useful, and the most exciting products on the Macworld Expo show floor.

From 3:00 to 4:00, you will hear THE USERS SPEAK OUT — WHAT'S HOT AND WHAT'S NOT. Hear what regular users have to say about the state of the Mac community and the new products at the Macworld Expo. Stop by and just listen — or speak out yourself!

From 4:00 to 5:00, you can participate in THE USER GROUP DIRECTOR'S MANUAL: TRICKS, TRAPS, AND TECHNIQUES FOR STARTING AND RUNNING A USER GROUP. Getting volunteers, publishing a newsletter, dealing with the vendors, support from Apple, relating to the press, how to achieve non-profit status, the problems and benefits of big vs. small groups — these subjects and more will be covered.

Jack Hodgson, Founding Director, BCS.MAC, 48 Grove Street, Somerville, MA 02144 *[Moderator];*

Linda Custer, Berkeley Macintosh User Group, 1442A Walnut, Berkeley, CA 94709;

Michael W. Larkin, President, Stanford Macintosh User Group, 560 Beresford Avenue, Redwood City, CA 94061;

Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 11212 Indian Trail, Dallas, Tx 75229;

Leonard Wines, President, Los Angeles Macintosh User Group, 12021 Wilshire Boulevard, Los Angeles, CA 90025.

[The MUSE is a complimentary service provided to all Macworld Expo attendees; it is not restricted to those who have purchased a conference ticket.]

SUNDAY 3:00-3:50

Session 78, Room G

BILL ATKINSON DEMONSTRATES HYPERCARD

The developers of Apple's new HyperCard software erector set will demonstrate the program and its uses, and talk about how and why Apple created HyperCard.

Bill Atkinson and **Dan Winkler,** Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

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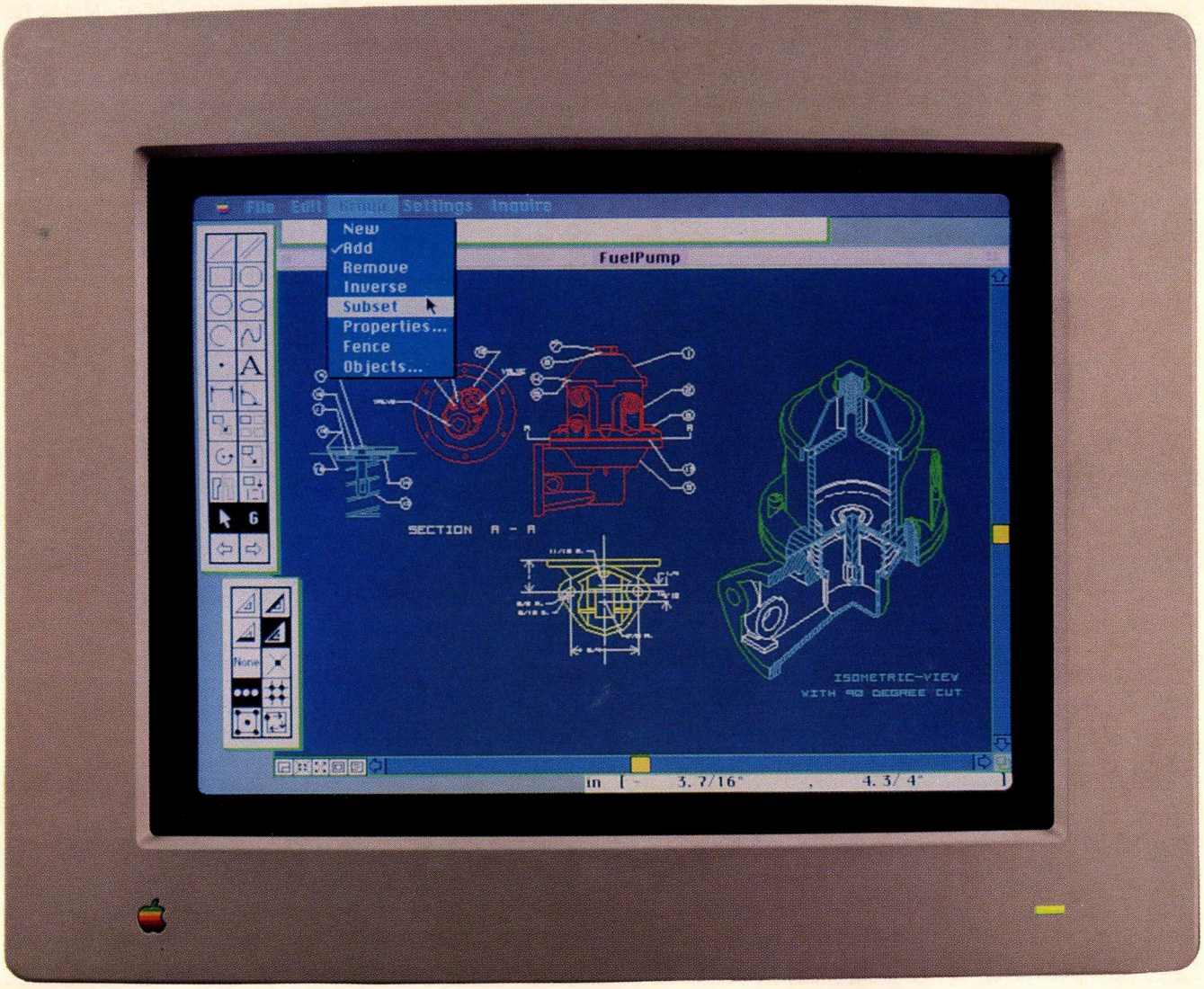

Fuel pump design courtesy Harald Belker, Georgia Southern College.

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Exhibitor Descriptions

Booth #

3G Graphics **212**
11410 N.E. 124th St., Ste. 6155
Kirkland, WA 98034

3G Graphics will introduce IMAGES WITH IMPACT series, PostScript clip art designed to provide visual solutions for your page layout projects. Their first offering, Graphics & Symbols Vol. 1, features two 800 K disks of Adobe Illustrator images, and requires any page makeup program that supports EPSF format. 3G Graphics is a new clip art developer dedicated to providing desktop publishers with more professional, solution-oriented graphic images.

Please see our advertisement on page 19

800 Software **2334**
918 Parker St.
Berkeley, CA 94710

A.P.P.L.E. Co-Op/MacA.P.P.L.E. **2410**
290 SW 43rd St.
Renton, WA 98055

Aba Software, Inc. **231**
2 Davis Ave.
Frazer, PA 19355

Draw it again, Sam... is a graphics program that features both basic and advanced tools for object-oriented drawing, as well as full painting capabilities. Sams major features are layering and libraries. Up to 10 drawing layers are available, within which the artist can utilize both painting and object drawing tools in the same layereither side-by-side or overlapping. Libraries allow for easy access of frequently-used art, which is represented in a library menu by icons. Quickdraw drawing modes allow for special patterning effects, such as opaque, transparent, inverted, and erased objects.

Booth #

These effects also work with Sams eight colors, widening the range of color combinations. These features combine to form a powerful yet easy-to-use drawing program with paint options.

Please see our advertisement on page 5

Abacus Concepts **218**
P.O. Box 3086
Berkeley, CA 94703

StatView II is a statistical data analysis and presentation graphics package engineered specifically for the Macintosh II. The program directly accesses the 68881 numeric co-processor and runs 30 to 50 times faster than its predecessor, StatView 512+. StatView II will run on any Macintosh II as well as a SE/Plus outfitted with the 68881 co-processor. StatView II creates color charts using all 16 million colors available on the Macintosh II. List Price: $495.

Abaton Technology Corp. **1530**
7901 Stoneridge Dr., Ste. 500
Pleasanton, CA 94566

Abaton, which develops, markets and distributes personal computer products including a flat-bed and sheet feed scanner for the Macintosh, will feature: C-Scan 1.6, its newest version of scanner software which incorporates grayscaling for the realistic reproduction of photographs; MultiTalk , an Appletalk portserver that connects peripherals as well as other computers for MAC users on a network to share; and ProPoint, a digital cursor control device that is designed to complement the new Macintosh system profile. Look for Abatons newest product line to be introduced.

Booth #

Abvent, Inc. **026**
8230 Beverly Blvd., Ste. 24
Los Angeles, CA 90048

AC Statpower, Inc. **2434**
302 - 3700 Gilmore Way
Burnaby, B.C.
Canada V5G 4M1

ENGINEERING THE NEW AGE OF POWER. Statpower will display two amazing new power electronics products for the Macintosh. 1) MacUPS: The most technically advanced backup power system available for the Mac - about the size and weight of an 800k. Disk drive - many advanced features - solid state construction - low price. 2) Pocket Power Converter: Run your Mac with 12 volt power from a boat, RV, portable power pack, etc. - Incredibly compact and efficient!

Acius, Inc. **311**
20300 Stevens Creek Blvd. #495
Cupertino, CA 95014

4th Dimension is a relational database for the Macintosh that provides more power and functionality than any other database for the personal computer. 4th Dimension has programming language, layout graphics, multi-user runtime and menu customizing capabilities. It was designed for the Macintosh family and takes full advantage of its graphics, networking, and color features. 4th Dimension is well-suited for those who require a flexible tool that can grow with their needs.

Exhibitor Descriptions

Booth #

Activision, Inc. **002**
2350 Bayshore Pkwy.
Mountain View, CA 94043

Products created by Danny Goodman, noted HyperCard Authority. Focal Point is the ultimate organizer for Macintosh users. Users may select from 18 ready-to-use Focal Point functions, or create their own. They can also easily rearrange the Focal Point dekstop or customize functions to suit their needs. Business Class, an international business partner and travel planner, demonstrates how well HyperCard and Mac graphics work together. Business Class includes stacks of pre-recorded information on 65 countries.

Booth #

Addison-Wesley Publishing Co., Inc. **1238**
Route 128
Reading, MA 01867

Addison-Wesley is well-known as the publisher of the Apple Technical Library, a series of reference manuals by Apple Computer, Inc. New products include Inside Macintosh Volume V. Macintosh Programming Secrets by Scott Knaster will be on display. The Macintosh version of Teach Yourself Essentials of Accounting will be demonstrated. Programmers Online Companion gives on-disk access to Inside Macintosh volumes. TeXtures is a professional typesetting software for large documents containing text and graphics.

Booth #

Adex Corp. **115**
105 Albright Way
Los Gatos, CA 95030

Graphics controllers and RGB monitors.

Please see our advertisement on page 91

Adobe Systems, Inc. **1936**
1585 Charleston Rd., P.O. Box 7900
Mountain View, CA 94039-7900

To complement demonstrations of Adobe Illustrator (the revolutionary graphics program for creating high quality line art and illustrations on the Apple Macintosh Plus, SE and II computers), Adobe Systems will also be showing, for the first time, advanced illustration features and techniques for the computer artist. Adobe Systems is well known as the developer of the POSTSCRIPT page description language. On the retail level, Adobe offers Adobe Illustrator and the Adobe Type Library, a growing collection of typefaces for the Macintosh and IBM environments.

Manage 5 million documents...

over your network — with a few clicks of your mouse.

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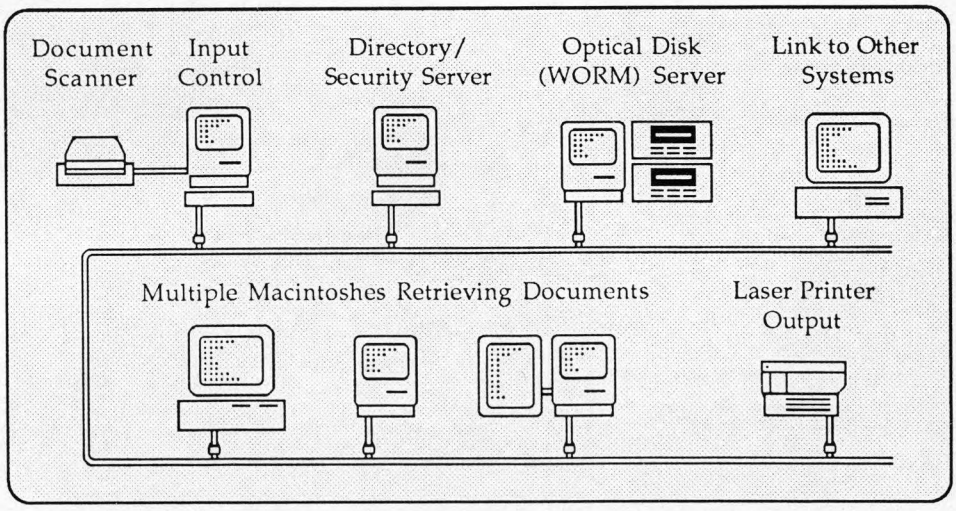
Multi-user Archival and Retrieval System



Micro Dynamics, Ltd.
8555 16th Street, Suite 802
Silver Spring, MD 20910
(301) 589-6300

Come see a demo at booth #736

Booth #

Re-ink ANY FABRIC RIBBON automatically for LESS THAN 5 CENTS with

MAC INKER™

Over 11,000 cartridges and spools supported!

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IMAGEWRITER I AND II	**$42.00**
UNIVERSAL (cartridge or spool)	**$68.50**
MULTICOLOR IMAGEWRITER	**$80.00**
MULTICOLOR ADAPTER ONLY	**$40.00**

Shipping (first unit) $3.00

■ Lubricated DM INK EXTENDS PRINT-HEAD LIFE! Black, blue, brown, red, green, yellow, purple, orange - 2 oz. bottle $3.00; pint $18.50. Gold, silver, indelible and OCR inks available. Heat transfer MacInkers and ink available plus a complete range of accessories for special applications.
■ Top quality, GUARANTEED, double density ribbon cartridges and reloads available.
■ DEDICATED MAC INKERS AVAILABLE FOR EXTRA LARGE OR SPECIAL CARTRIDGES.

MERCURY MODEM

$149.00
Shipping $4.00

*100% Hayes™ compatible!
■ 24 month warranty. ■ Status lights. ■ Speaker. ■ 300/1200 baud. ■ Call progress detection.

Quick Link communications software

MS DOS and Macintosh	**$29.95**
with modem	**15.00**
Cable	**15.00**

*Hayes is a trademark of Hayes Microproducts.

Connect up to 4 peripherals!

DATA SWITCHES
2 port **$46.00**
4 port **$59.00**
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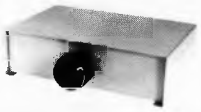
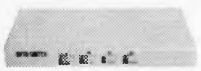


Parallel, serial, 2 or 4 way, crossed, etc.

MAC SWITCHES
$50.00
Cable **$15.00**
Shipping $4.00



8 or 9 pin models available

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Dealer Inquiries Welcome.

Exhibitor Descriptions

Booth #

Advanced Digital Information Corp. (ADIC) **036**
P.O. Box 2996
Redmond, WA 98073-2996

Advanced Digital Information Corporation (ADIC) will be displaying a complete line of Macintosh Plus, SE, II and network compatible storage products. ADIC products include 40 and 134 MB tape systems, 800 MB optical (WORM) system, 109-488 MB disk systems, and various disk/tape combination systems. All products operate as Macintosh volumes on the desktop which means they can be published across AppleTalk networks.

Advanced Electronic Support Products, Inc. **723**
1680 N.E. 205 Terr.
N. Miami Beach, FL 33179

Advanced Gravis Computer Technology Ltd. **105**
6894 Palm Ave.
Burnaby, B.C.
Canada VMJ 4M3

Advanced Gravis Computer Technology Ltd. will be exhibiting and demonstrating their new Macintosh mousestick. This revolutionary product combines the range of a mouse with the benefits of a joystick. Its optical-mechanical design allows for instantaneous computer response to joystick movement. Gravis will also be showcasing their line of MK VI analog controllers for the Apple II series computers. The Thingi copyholder will be on display along with other Gravis accessories such as the AC power line filter, Y adaptor cables, and the Apple II+ adaptor cable.

Booth #

AEC Management Systems, Inc. **205**
20524 Amethyst Ln.
Germantown, MD 20874

The AEC Information Manager is a powerful and easy-to-use project oriented database designed specifically for managing projects. The program provides the project manager with tools to automate, schedule, organize and track: Correspondence, Working Drawings, Proposals, Transmittals, Equipment, Change Orders, RFIs, Maintenance, Punch Lists, Suppliers/Vendors, Personnel Logs, Finish Schedules, Subcontractors, Meeting Logs, Door Schedules, Consultants, Telephone Logs, Window Schedule, Clients, Expenses, Project Schedules, Submittals, Purchase Orders, Acitivties, Shop Drawings, Revisions, And much more...

Affinity Microsystems, Ltd. **1211**
1050 Walnut St., Ste. 425
Boulder,CO 80302

Tempo II - The next step in Macintosh automation. New Tempo II adds window-relative and smart menu recording, Autopaste, universal macros (useful with DAs and extended keyboard), pop-up Tempo menus, and much more. Retail $149.95. AffiniFile - Fast access to notes and graphics in a DA. AffiniFile files and finds notes and graphics via its Topics Index. Stores thousands of topics and subtopics, with up to 5000 words and a full-page color graphic in each. Retail $79.95.

*SUPER SHOW SPECIALS
BOOTH #1726

The DataDesk MAC-101™ Captures The Power of the Macintosh.™

DataDesk MAC-101

High Performance Keyboards For All Macintoshes

Finally, Hands-On Word Processing For The Macintosh.

For years now, everyone has been looking for a way to use the Macintosh computer in the high-speed data input environment associated with corporate word processing, spreadsheet and desktop publishing applications. Lured by promises of more speed, more power.

Now there is a solution. The DataDesk MAC-101 for the Macintosh 512K & Plus computers, and the MAC-101/ADB, for the new Macintosh SE & Macintosh II computers; the first high performance keyboards for the Macintosh.

The MAC-101 keyboards, with their 101-key layout and full complement of function keys, instantly increases your productivity by giving you easier access to the powerful features of all Macintosh software programs, *without moving your hands from the keyboard!*

Everything You Need. At Your Fingertips.

The DataDesk MAC-101 keyboards bring many firsts to the Macintosh. Foremost are the user-definable Function and Page Control keys. Now you can assign all of your commonly used menu items, keyboard commands, and mouse movements for any Macintosh program to a single key. No longer are you forced to interrupt your typing to reach for the mouse!

Engineered For Faster, Easier Typing.

The MAC-101 incorporates a professional "industry standard" layout and low-profile enclosure that meets all DIN standards making it the perfect solution for standardizing offices with both PCs and Macs. The positive-tactile feedback keys give you a "touch and feel" that lets you type faster with fewer mistakes—regardless of the software you're running!

Automate. With Easy-To-Create Macros.

The DataDesk MAC-101 keyboards not only enhances the full range of the Macintosh's capabilities—they add to the list. MAC-101 includes 101 KEYS,™ a comprehensive macro software desk accessory program which provides unlimited one-key operation for all of your software.

With the MAC-101's macro utility even a novice can quickly design macros that instantly execute multi-step tasks, reduce complex commands and program functions to a single keystroke. The MAC-101 will customize and automate your programs so you can work more efficiently and productively than ever before.

Corporate & Institutional Purchases Available.
Two-Year Warranty; 30-Day Money-Back Guarantee.

Call Toll Free and Order Now!
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In CA 800-592-9602

"It's about time the Mac had a decent keyboard."
Jerry Pournelle, Byte Magazine
April 1987

"I recently had a chance to use . . . DataDesk's 101-key keyboard. The result was superb."
Bill Machrone, Editor PC Magazine
January 27, 1987

"For ingenuity of design and sheer dollar value, DataDesk is very hard to beat."
Washington Post
May 21, 1987

"A professional keyboard that exploits Microsoft Word 3.0 and the Macintosh's capabilities to the fullest."
Jonathan Prusky, Product Manager, Microsoft

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INTERNATIONAL

7650 Haskell Ave., Van Nuys, CA 91406 (818) 780-1673

*Limited Introductory Offer

MAC-101 and 101-KEYS are trademarks of DataDesk International. Apple is a registered trademark of Apple Computer, Inc. Macintosh is a trademark of Apple Computer, Inc.

Exhibitor Descriptions

Booth #

Aldus Corp. **424**
411 First Ave. S., Ste. 200
Seattle, WA 98104

Aldus will be demonstrating the new PageMaker 3.0, its new FreeHand drawing program, and a new Japanese version of PageMaker. PageMaker 3.0 includes expanded support for long documents (style sheets and automatic text flow), support for color, automatic text wrap, and built-in templates. FreeHand is designed to be as approachable as a basic drawing program, while incorporating the power of the PostScript language. Other Aldus products include PageMaker for the PC, and SnapShot, an electronic drawing program.

Allan Bonadio Assoc. **235**
1579 Dolores St.
San Francisco, CA 94110

Expressionist is both a desk accessory and application which generates typeset-quality mathematical equations. Generated pictures can be pasted into page layout programs and word processors, then copied back to Expressionist for re-editing. Equations and text are entered and edited in a quick point-and-click fashion, as well as typed into the keyboard. The program offers Greek letters and special symbols and structures in its palette on the left side of the window. Expressionist also includes uncommon structures such as loop integrals, cube roots and diagonal fractions.

Alpha Micro **2406**
3501 Sunflower
Santa Ana, CA 92704

Videotrax tape backup for the Macintosh family of computers provides the easiest, most reliable hard disk backup available today. Simply connect the Videotrax controller to your SCSI hard disk drive and to any commercial VCR through the familiar Video IN/Video OUT connections, and icon-driven software will guide you effortlessly through the entire operation. For completely remote controlled backups, use the Videotrax Enhanced VCR. Up to 80MB of information can be stored on a 2-hour tape.

Please see our advertisement on page 55

Booth #

ALSoft, Inc. **1006**
P.O. Box 927
Spring, TX 77383-0927

DiskExpress - Optimize Macintosh disks for maximum speed and performance. Font/DA Juggler (NEW) - lets any application instantly use unlimited desk accessories, fonts, and FKEYs. DiskEnsure - Full and true incremental backup/restore to diskette, hard disk or tape by files, folders, and volumes. Dietician - Dietary analysis by 23 nutrient values of 778 foods (expandable to 1500). ProLink - Copies text files to and from Apple/ / 3.5" ProDOS disks. MacExpress - Generic application software development tool that implements a complete and consistent user interface.

Altsys Corp. **708**
720 Ave. F., Ste. 108
Plano, TX 75074

FONTOGRAPHER is a specialized graphics editor designed to simplify the creation of high quality fonts, logos, and other intricate PostScript artwork. It is the only Macintosh software that can assign logos, characters, and graphics to any keystroke and instantly repeat and resize it anywhere. FONTASTIC PLUS is a bitmap font editor/designer for creating/editing screen and ImageWriter fonts. Dont forget our complete library of PostScript and bitmap fonts.

Booth #

Americal Group (The Diskette Company) **826**
14200 Ventura Blvd., Ste. 201
Sherman Oaks, CA 91423

The Americal Group (The Diskette Company) will be displaying 3 1/2 SS/DD DS/DD (800K) and 3 1/2 High Density (1.4 MB) in standard colors or in different colors (such as green, yellow, organge, red, white and black) and also different size holders for 3 1/2 inch diskettes. Americal Group also during the show will be accepting P.O.s from all colleges and Americal Group also will display products from Sony, Verbatine, JVC and Maxelle.

Ann Arbor Softworks, Inc. **800/900**
2393 Teller Rd., Ste. 106
Newbury Park, CA 91320

Ann Arbor Softworks will be demonstrating FullWrite Professional , the program that has revolutionized word processing forever. FullWrite combines power word processing features with integrated outlining, desktop publishing capabilities, and a built-in MacDraw-like environment, and its all completely WYSIWYG. Come see what all the excitement is about. Ann Arbor Softworks will also be demonstrating FullCalc , a new spreadsheet program which possesses the speed, power and ease of use to perform virtually any type of financial analysis.

Totem II. A little drive goes a long way.

In this era of tight desk real estate and massive storage requirements, our new Totem II disk drive can do a lot to make your life (or business) a whole lot simpler.

Like our other Totem drives, Totem II uses removable cartridges that offer super high capacity—a whopping 20 megabytes.

Which is roughly 25 times the storage you can expect from a standard floppy. And at least 5,000 more pages than you can store on comparable removable media.

Not bad for a little guy that stands a mere three inches tall.

And, you'll be pleased to notice that Totem II is priced for budget-conscious Apple users. At such a low cost per megabyte, you won't have to feel guilty about storing all those space-grabbing projects.

You can organize all your desktop publishing, accounting, music, graphics, writing or business files with far greater ease and in much less time.

Because at 37 ms, our Totem cartridges let you access files much faster than any other high-capacity floppies.

Furthermore, Totem cartridges incorporate the same durable, Bernoulli technology that for the past two years has already proven itself to our Hewlett-Packard computer users throughout the world.

You won't have to worry about *securing* your files, either. Our totable, 5¼" cartridges can be locked in a safe or drawer, so sensitive information won't fall into the wrong hands.

	Totem II
Cartridge capacity	*20MB (10,000 pages)*
Media type	*Durable, long-lasting Bernoulli cartridges resist head crashes*
Access time	*37ms*
Warranty	*One year*
Price	*$1,195*

So if you're looking for extremely high reliability, you can rest assured your data is secure and won't get corrupted.

If you're looking for portability, you can tote our little 8-lb. Totem II drive in your briefcase or MAC bag. And speaking of MAC, Totem II fits neatly right under your MAC, MAC Plus or SE. It's MAC II-compatible, as well.

Each Totem cartridge holds 20MB of data.

For more information or for a copy of our latest brochure, call us now at **800 BERING 1 or** 408 379-6900. Bering Industries, 240 Hacienda Avenue, Campbell, CA 95008.

BERING™

Totem and Totem II are trademarks of Bering Industries
Macintosh, MAC Plus, MAC SE and MAC II are tradenames of Apple Computer

Exhibitor Descriptions

Booth #

Aox, Inc. **039**
486 Totten Pond Rd.
Waltham, MA 02154

Aox will be exhibiting their low cost accelerator card for the Macintosh SE.

APDA (Apple Programmers and Developers Asso.) **2410**
290 SW 43rd St.
Renton, WA 98055

Sponsored by Apple Computer, Inc., the Apple Programmers and Developers Association (APDA) was created to provide a single, reliable source of software development tools and technical documentation for the entire Apple programming community. This membership organization now serves as a one-stop shopping center for Apples non-retail technical development tools and languages (e.g. software supplements, manual drafts, tech notes). APDA also features language and tool products from other commercial developers.

Apple Computer, Inc. **1130/1330**
20525 Mariani
Cupertino, CA 95014

Apple Computer, Inc. will showcase new Apple technology and a selection of Apple & third party hardware & integrated software solutions.

Applied Data Communications **015**
14272 Chambers Rd.
Tustin, CA 92680-6998

Applied Data Communications introduces the RDH-3.5 L/L/P which automatically duplicates a 3 1/2" diskette, prints a dedicated or number specific label and affixes it to the diskette - all in a single operation. Controlled by a host Macintosh Plus, a diskette is fully duplicated in 60 seconds. Printing and labeling add virtually no additional overhead time to the process. Also shown is the TM-600 ST Media Conversion System which allows conversion of 5 1/4", 8" and 3 1/2" disks to most Apple formats. Applied Data Communications is a leader in the design and manufacture of disk and tape duplication equipment, hard and floppy drive test equipment and media conversion equipment.

ARC Laser Optical Technology **1642**
10 Victor Sq., Ste. 200
Scotts Valley, CA 95066

ARC Laser Optical Technology, (ALOT), ALOT provides the complete solutions to the laser optical market and will be demonstrating its complete line of products which includes the 800mb Write Once Read Many (W.O.R.M.) drive, CD Rom drive (Compact Disc), CD Rom Development System, Optical Combos, and several different Compact Discs. ALOT also provides compact disc premastering and production. ALOT other products to be shown are flat bed and sheet feed image-scanners with OCR software, hard disk drives, tape drives, and combination of both hard disk and tape.

Asher Engineering Corp. **137**
15115 Ramona Blvd.
Baldwin Park, CA 91706

Lynx Trackball made by Asher Engineering is a cursor control device used in all Apple and IBM Computers. Easy to install and operate. These trackballs occupy little space compared to mouse. Asher Low Power Mouse is used in the computers as a cursor control device consuming only 5 MA. Asher makes Brush Contact and Optical Encoders. These Encoders cover both Binary and Gray codes with different counts. 5 1/4 Winchester Disk Drives made by Asher Engineering come in 30, 40, 60, Megabytes Memory. Asher Switching Power Supplies come in 100, 150, 200, 300, Watts Capacity and are used in computers. Computer peripheral, Medical and Communications Applications.

Ashton-Tate **714**
20101 Hamilton Ave.
Culver City, CA 90502-1319

dBASE Mac - An advanced relational database management system (DBMS) that combines the power of Ashton-Tates dBASE products with the ease of learning and presentation capabilities of the Macintosh personal computer. Key features and benefits include: ease of learning; power without programming through a non-procedural product design; applications development power through the inclusion of a full-featured procedural language and direct access of .dbf files from the dBASE family of database products.

Please see our advertisement on pages 48 & 49

Assoc. of Apple 32 Users **2318**
2278 Trade Zone Blvd.
San Jose, CA 95054

Exhibitor Descriptions

Booth #

AST Research, Inc. **1036**
2121 Alton Ave.
Irvine, CA 92714

ASTs Apple Division will announce and demonstrate several new products for the Macintosh family. These include sophisticated image processing, MS-DOS co-processor and communication products. In addition, AST will demonstrate the Mac286, MS-DOS co-processor for the Macintosh II, TurboScan flatbed and sheet feed scanners, and TurboLaser/PS PostScript laser printer.

AT&T TRUEVISION **M10**
7351 Shadeland Sta., Ste. 100
Indianapolis, IN 46256-3921

To be announced.

Booth #

Automated Language Processing Systems **2244**
295 Chipeta Way
Salt Lake City, UT 84108

MacProof points out possible errors in style, usage, structure, and mechanics, and suggests solutions. Once identified, you can easily correct errors, or you can leave the document just as it is. MacProof checks your document for potential problems in four areas: Mechanics, Usage, Style and Structure. Each menu contains several items, and each item reviews your document for several problems simultaneously. MacProof includes an on-line reference for writing style and contains an 80,000 word dictionary to review your document for correct spelling.

Booth #

Automatix, Inc. **2242**
1000 Technology Park Dr.
Billerica, MA 01821

The AI 90 is a 100% Macintosh II compatible industrial personal computer. The AI 90 features 19" rack or panel mounting, 0-50°C temperature rating, NEMA 2 drip proof enclosure, EMI/RFI shielding, and one year warranty. The AI 90 supports all 3rd party hardware and software for the Mac II, and is targeted at the laboratory, data acquisition, production monitoring, and cell control markets.

Introducing...

Booth # 728

HyperDA™

The HyperCard™ desk accessory.

Now you can browse HyperCard stacks, copy text and graphics and even search a stack—all from a desk accessory! And, HyperDA works on all Macs with 512K of memory or more. So be sure to come by our booth and see this innovative new product from Symmetry Corporation.

Available at the show!

Symmetry CORPORATION
761 E. University Drive
Mesa, Arizona 85203
1-800-624-2485

HyperDA is a trademark of Symmetry Corporation
HyperCard and Macintosh are trademarks of Apple Computer, Inc.

Exhibitor Descriptions

Booth #

Avatar Technologies, Inc. **2401**
99 South St.
Hopkinton, MA 01748

The MacMainFrame product family being exhibited by Adacom Corporation provides full IBM terminal emulation and file transfer capabilities for the Macintosh computer. MacMainFrame SE, an internal board and software package, provides direct connection of Macintosh SEs to an IBM 3270 network. MacMainFrame DX, an external box and software package, provides either direct or remote connection of Macintosh computers to an IBM 3270 network.

Avery Consumer Products Div. **2405**
818 Oak Park Rd.
Covina, CA 91724-3624

BDT Products, Inc. **2447**
17152 Armstrong Ave.
Irvine, CA 92714

BDT is pleased to announce the model MF 850 Laser Feeder and MF 830 MultiFeeder for the Apple LaserWriter and LaserWriter Plus. The MF 850, a dual bin plus envelope sheet feeder and the MF 830, a six cassette sheet feeder, are easily installed with the use of BDTs LaserStation Resource Driver.

Bede Tech **2349**
8327 Clinton Rd.
Cleveland, OH 44144

Ribbon Inker: provides the user with a life time supply of re-inked ribbons. Disk Organizer: holds up to 100 3 1/2" or 5 1/4" computer disks. Hard Keyboard Covers: protect all Mac or Apple //gs keyboards. Clip Art Software: offers low-cost illustrations of popular animals and plants. Mouse pads & more!

Booth #

Bedford Software Ltd. **M13**
2014180 Lougheed Hwy.
Burnaby, B.C.
Canada V5C 6A7

Simply accounting is an integrated accounting product specifically designed for the Macintosh. The product fully integrates all of General Ledger, Payables, Receivables, Payroll, Inventory and Job Cost on a single disk. Simply Accounting is a perfect match for small businesses, as all of the common accounting functions are included in a very easy to use package. The recommended retail price is $449, and the product is available from most Macintosh resellers. Major distributors include Ingram and Software Resource.

Bering Industries, Inc. **2212**
240 Hacienda Ave.
Campbell, CA 94008-6687

The Bering Totem family of removable disk drives feature reliable Bernoulli Technology. Offering different combinations of 20MB removable cartridges and up to 140MB hard disk drives, the Totem family meets any storage requirements. All Totem drives will fit snugly under a Macintosh, Mac Plus, or Mac SE and are compatible with MacII.

Please see our advertisement on page 33

Berekely System Design, Inc. **532**
1708 Shattuck Ave.
Berkeley, CA 94709

Stepping Out Version 2.0 gives your Macintosh the feel and features of a full page display and now it is easier to use with more features than ever. This software allows you to work with full page

Booth #

layouts, big spreadsheets and wide tables using your standard Macintosh screen. Now it is also ideal for word processing. The 75% reduction allows users to see and work on both edges of an 8 1/2 inch page.

Please see our advertisement on page 61

Beyond **740**
3865 N. Oracle Rd.
Tucson, AZ 85705

MenuFonts displays the font names in the pulldown Font menu in their own fonts. Instead of having to search for the right font, now you can see the one you want even before selecting it. ForeRunner makes it easy to create scripts or batch files which allow you to run several applications one after the other, each with its own documents, without quitting to the Finder in between.

Blackhole Technology, Inc. **1110**
225 East St.
Winchester, MA 01890

Please see our advertisement on page 53

Blowhard Industries **801**
6457 W. Howard St.
Niles, IL 60648

Blowhard Industries manufactures the MAC-FAN. The MAC-FAN slides onto the top of your MAC and provides continuous fresh, forced air to prevent overheating. The MAC-FAN has two rear outlets, seven amps each, for a printer, hard drive or other accessories. A top-

Exhibitor Descriptions

Booth #

mounted power switch controls both the Macintosh and peripherals. It also provides state-of-the-art surge protection. The MAC-FAN is now available in Platinum, and can be custom made to suit your needs.

Blyth Software, Inc. **1836**
1065 E. Hillsdale Blvd.
Foster City, CA 94404

Omnis 3 Plus/Express, the leading multiuser relational database on the Macintosh, and several Omnis vertical market applications are being demonstrated. Find out how the customization services offered by your local Omnis Development Centers can provide you with a productivity solution you wont outgrow. Investigate the benefits of becoming a Registered Omnis Developer to increase your personal and business profitability. Stop by and try your luck at Blyths Omnis Lotto, awarding valuable prizes worth up to $2500.

BMUG **109**
1442A Walnut St., Ste. 62
Berkeley, CA 94709

One of the largest and friendliest MUGs anywhere. We have over 4000 members around the world, joining to get our award-winning semi-annual newsletter, over 400 pages of tips, tricks, reviews, advice, and NO ADVERTISING. We have the most up-to-date and least expensive software library. Over 100 - 800K disks that sell for $3.00/each. There will be a show special of 70 BEST OF BMUG 800K disks for $105.00 AND packages of 10 BEST OF for $25.00.

Booth #

Borland International **1536**
4585 Scotts Valley Dr.
Scotts Valley, CA 95066

Borland International features an array of professional solutions in three markets: Business - Scientific/Engineering - Education. Reflex Plus is the leading relational database on the Macintosh; come see a demonstration in our amphitheater that will really show you how to solve your information management tasks - turning disorganized data into useful information. Eureka, will assist any engineer, analyst, or student who needs to solve and analyze equations on a routine basis. And who could forget our family of Turbo Pascal products that offers anyone the opportunity to start from the basics with Turbo Pascal Tutor and move to creating sophisticated database applications with our toolboxes.

Boston Computer Society **2120**
48 Grove St.
Somerville, MA 02144

The Boston Computer Society Macintosh User Group is a non-profit educational organization, providing its international membership (7,000 Macintosh members across 65 countries and 7 continents) with The Active Window, an award winning monthly Macintosh newsletter, the definitive library of public domain and shareware software, a buyers guide of discounts available to members, Computer Update, a bimonthly computer industry magazine, and a choice of over 30 other machine specific and interest specific newsletter.

Get a FACE-LIFT with
Complementary Type

High quality PostScript® fonts

Our collection of display typefaces will tighten up the appearance of all your printed communications, giving them a more modern, professional look. Automatically downloadable... not copy protected. Foreign language diacritics supported. Many fonts include alternate characters.

18 great looks on 7 disks:

- FATTI PATTI
- Cut Outs
- VERTIGO
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- Rouveau
- Kasse
- Hobnob
- Fletcher Gothic
- Peruta Light
- Peruta Medium
- Calculus
- MICHELLE
- Bodettes 100s of possible borders

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The Point of Sale System for Your Retail Business

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and more...

CLIENT/Mac™
Resource Tracking System

☞ Improve your productivity ☜

Customers Tracked by Keywords
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Lead Follow-up/History Capability
Time Tracking

See us at **Booth #738**
- 3 great products -
Show special pricing makes our products your best show buy!

Software Complement
8 Pennsylvania Ave.
Matamoras, PA 18336
(717) 491-2492, -2495

Exhibitor Descriptions

Booth #

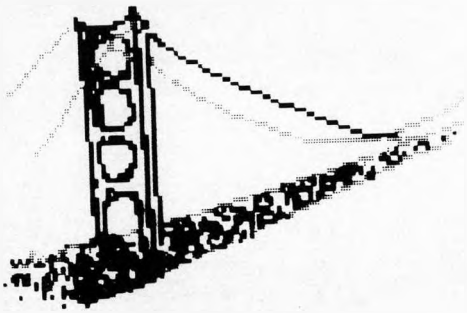
Brainpower, Inc. **545**
24009 Ventura Blvd., Ste. 250
Calabasas, CA 91302

Ongoing demonstrations of all products during the show! Introducing INFOVIEW - Breakthrough text analysis management and control system designed for researchers, educators and professional writers. A radical departure from previous hyper-text systems. MATHVIEW PROFESSIONAL - Powerhouse mathematics package designed for scientists, engineers and educators. Combines speed and accuracy with tremendous computational and graphic power. STATVIEW 512+ - Simply the best statistical analysis package available today. DESIGNSCOPE - First electronic design tool that simulates systems before designing component circuitry.

Please see our advertisement on page 20

Bravo Technologies, Inc. **1006**
P.O. Box 10078
Berkeley, CA 94709-0078

Bravo will again be featuring MacCalc the fastest and easiest to use Macintosh spreadsheet. Only MacCalc offers a full choice of format, font, size, and style for each spreadsheet cell, making MacCalc the premier desktop publishing tool for creation of great-looking tables. MacCalc has won MacUsers Editors Choice Award as The Best Spreadsheet, and has been lauded as the spreadsheet of choice for users who want full functionality without undue complexity. (MACazine)



Booth #

Bright Star Technology, Inc. **1302**
1003 111th Ave. N.E.
Bellevue, WA 98004

INTRODUCING Hyperanimation ! Random access, speech synchronized motion pictures starring YOU! HyperCard-compatible new technology so unique its covered by pending U.S. and foreign patents! A standard descriptive language simulates lifelike interactive talking actors for interchangeable roles in stackware, software - even robots! FEATURING TalkingTiles and AlphabetBlocks educational systems adaptable for any human language. Experience the first products using digitized synthetic actors which will revolutionize communications between humans and computers! Come face-to-face with the future human interface!

Broderbund Software, Inc. **1740**
17 Paul Dr.
San Rafael, CA 94903

Buck, Wheat and Associates **719**
1601 Weatherstone Dr.
Blue Springs, MO 64015

Buck, Wheat and Associates, producers of the Electronic Publishers Survival Kit (the unique Macintosh electronic magazine formatter) will be demonstrating MacUnderground (the only electronic BBS with a true Macintosh interface) and the Multi-Folder version of Agent (the elegant mini-BBS). Joining BW&A will be the MeeseCO Bros. Design Studio with their groundbreaking hypercard product, SmutStack, the Erotic Sound Sampler, and a new erotic hypercard sequel! MacPlaymate also available.

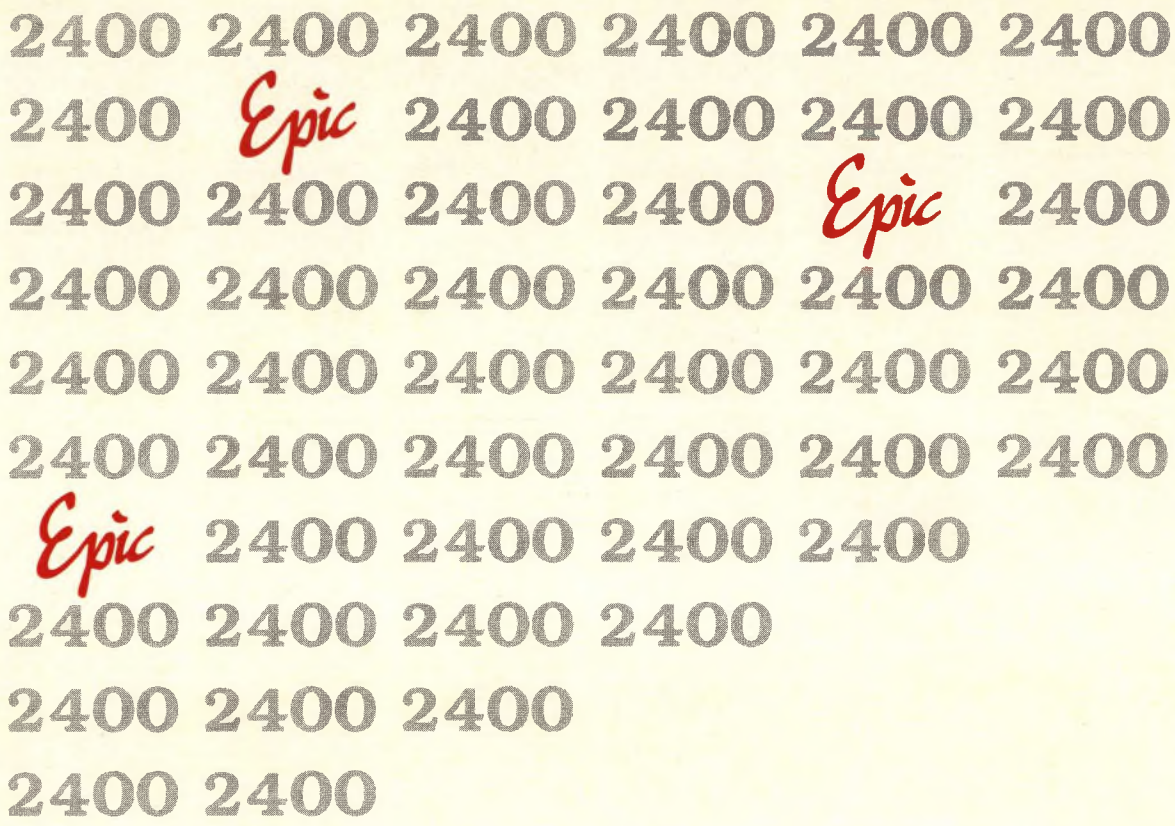
Booth #

Buick Motor Division **940**
902 E. Hamilton Ave.
Flint, MI 48550

The Buick Dimension, a new marketing medium utilizing computer disks, provides potential customers with information about Buick. The disks can be used in the privacy of prospects homes or offices. Disks for the 88 models are available for the Macintosh with 512K memory. Information is enhanced by animated graphics and appealing sounds. The disk user will be able to compare Buick with selected competitors, equip the car to their needs, compute the price and work out the approximate monthly payments.

C.I. Tech International, Inc. **1300**
4 Westchester Plaza
Elmsford, NY 10523

C.I. Tech International, a wholly owned subsidiary of C.ITOH & Co. (America), will be displaying and selling diskette systems to aid in data organization, storage and protection. These products include our top quality line of 3.5" micro diskettes, which are available in rainbow and standard blue ten-packs. Our diskette files and carriers store and protect diskettes at home or while travelling. Look also for other new products from C.ITOH, the diskette specialists. Dealer/distributor inquiries welcome.



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Booth #

CalComp Inc. **324**
2411 W. La Palma
Anaheim, CA 92801

CalComp Inc., headquartered in Anaheim, manufactures and distributes more than 100 computer graphics products. CalComp is a Lockheed company. At MacWorld Expo, CalComp is showing its full line of high resolution plotters: color electrostatic, pen and thermal transfer plotter/printers. Of special interest is the variety of CAD, business graphics, design and drafting, and 3D solids modeling software demonstrated on these output devices. The new DrawingBoard digitizer, in A through C sizes, also is being shown.

Exhibitor Descriptions

Booth #

Capilano Computing **1112**
545 - 108th N.E., Ste. 6
Bellevue, WA 98004

DesignWorks is the only fully integrated circuit schematic entry and digital simulation package for the Macintosh. Features include • fully interactive simulation • continuous scrolling timing diagrams • support for plotters and laser printers • hundreds of standard devices with full simulation • PROM and PLD simulation and programming support • compatibility with Douglas CAD/CAM PCB layout • color support on the Mac II • full clipboard support for interface with word-processing and drafting packages. See us for a complete line of Engineering software tools on the Macintosh.

Booth #

CasadyWare, Inc. **927**
P.O. Box 223779
Carmel, CA 93922

CE Software **1407**
801 73rd St.
Des Moines, IA 50312

QuicKeys™ puts your keyboard in overdrive and lets you park your mouse. CalendarMaker™ for professional presentation-quality calendars. DiskTop™ is a desk accessory Finder with powerful "Find" capabilities. MacBILLBOARD™ is a Paint program that makes posters, certificates, iron-on transfers, banners, coupons, greeting cards, and more. MockPackage Plus™ includes

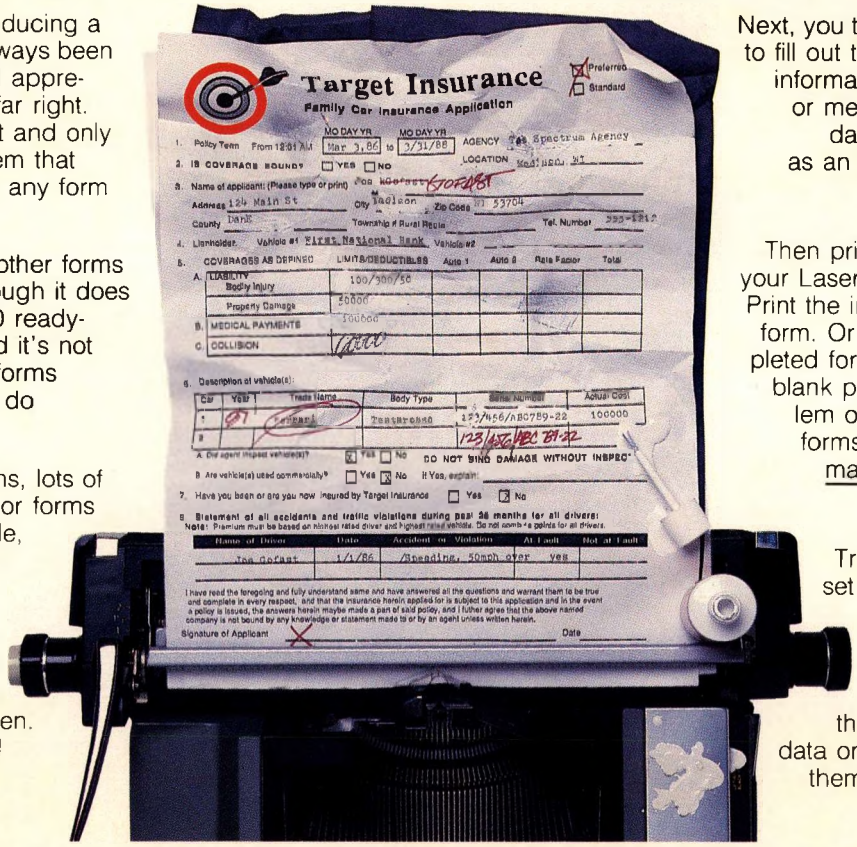
DEFORMED.

Forms deformed? If producing a presentable form has always been a formidable task, you'll appreciate the scene on the far right. It's TrueForm™—the first and only Macintosh™-based system that lets you deftly deal with any form you feed it.

TrueForm is not just another forms software package, although it does offer you a choice of 30 ready-made forms to use. And it's not just a design-your-own-forms program, yet it lets you do that, too.

If you fill out lots of forms, lots of different kinds of forms or forms supplied by other people, TrueForm will transform your working world.

Feed any form into TrueForm's Image Scanner, and it's transmitted to your screen. Complete with logo and graphics. In seconds.



Next, you teach your computer how to fill out the form. You can supply information from your keyboard, or merge information from any database, or use TrueForm as an incredible forms-oriented spreadsheet.

Then print your perfect form with your LaserWriter® or ImageWriter®. Print the information on an original form. Or produce the entire completed form—graphics and all—on blank paper. Eliminate the problem of obsolete or out-of-stock forms inventories. Plain paper may be the only form you'll ever need again!

TrueForm makes it easy to set up a form, choosing the type font, size and style for each field. And with TrueForm you can capture and store both the forms you use and the data on them. Recall and reuse them. Save hours every day.

Exhibitor Descriptions

Booth #

MockTerminal™, MockWrite™, MockPrinter™, MockChart™, and EZ-Menu™. And yet another "Sneak Preview" of a product soon to be released.

Please see our advertisement on pages 56 & 57

CheckMark Software, Inc. 730
1520 E. Mulberry #230
P.O. Box 860
Ft. Collins, CO 80524

CheckMark Software will be exhibiting their Payroll and Multi Ledger accounting programs. Payroll calculates all employee and employer payroll taxes. Withholding for all 50 states is supported with user-modifiable tax tables and rates. Prints paychecks, W-2's, employee reports and

Booth #

tax summaries. MultiLedger consists of general ledger, accounts receivable, accounts payable, and inventory tracking in a very easy-to-use program. Both products are accompanied by 60-day money-back guarantees.

Please see our advertisement on page 69

Circo Business Solutions 2132
1645 Peregrino Way
San Jose, CA 95125

M.D.A.™ - MULTIUSER DESKTOP ACCOUNTING - ACCOUNTING SOFTWARE FOR YOUR BUSINESS. M.D.A.™ is a highly sophisticated program written on the Omnis 3 Plus ® database. General Ledger, Accounts Receivable, Accounts Payable, Inventory,

Booth #

Reps-Sales Activity, Purchasing, Sale Orders-Quotes, and Invoicing. These are fully integrated under M.D.A.™'s main menu. It's truly broad based for developers. Flexible and accommodating to your business. Customizable and modifiable through an available Coding Option. Training and full support through Omnis Centers nationwide.

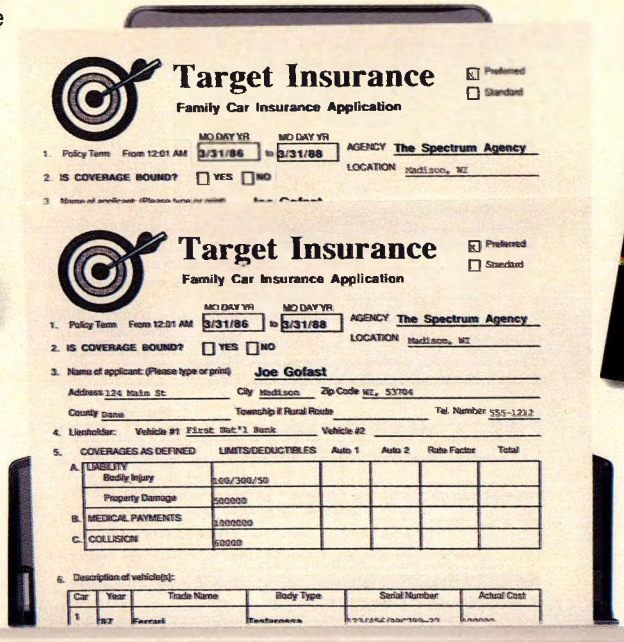
Citizens Computer Center 2435
1905 Walnut St.
Higginsville, MO 64037

Citizens Computer Center offers a line of hardware and software products for the Apple Macintosh™ computers. Their JT Fax for the Mac, the first facsimile product for the Apple Macintosh, transforms Macintosh workstations into Group III fax machines. In addition to being an authorized Apple Dealer, Citizens provides custom software services, specializing in Business Applications for

TRUEFORMED.

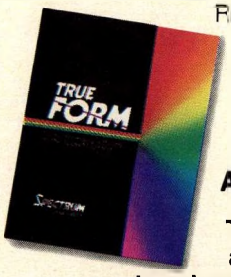
The TrueForm system consists of the TrueForm software package, Image Scanner, MacScan™ software and cables. It's complete and ready to use, for only $2,095.

You can buy the TrueForm software separately for $495, and design your own forms with any of a variety of Macintosh graphics programs. Or Spectrum Digital Systems will scan your forms.



TrueForm works with the Apple® Macintosh 512E, Macintosh Plus, Macintosh SE, and Macintosh II. (Scanner requires a SCSI interface.)

Don't deform another form. Reform today with TrueForm, from Spectrum Digital Systems.



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To order, or for a free full-color brochure, call toll-free: (800) 541-6661

SPECTRUM™ digital systems

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Booth #

small to medium sized firms, Video Wholesalers/Retailers, Motorcycle/ Recreational Vehicle Resellers, Auctioneers, and Heavy Equipment, Aircraft, and Yacht Brokers.

Exhibitor Descriptions

CLARIS CORP. **524**
440 Clyde Ave.
Mountain View, CA 94043

CLARIS Corporation, Apple Computer's software subsidiary, will be showing its line of Macintosh software for word processing, graphics, Desktop publishing, project management and forms design. Featured products will include enhanced versions of MacWrite, MacPaint, MacDraw and MacProject, as well as introductions of new Macintosh products.

Booth #

CMS Enhancements, Inc.
1827
1372 Valencia Ave.
Tustin, CA 92680

See a complete line of SCSI Hard Disks and Tape Backup Systems for the Macintosh Plus, Macintosh SE and Macintosh II. Fast access external 20 MB, 40 MB, 60 MB, 80 MB, 102 MB, 140 MB, 240 MB and 320 MB systems will be on display with average access time as fast as 18 ms. Internal hard disk systems for the Macintosh SE and Macintosh II ranging from 20 MB to 140 MB along with Tape Backup will be featured.

Booth #

Coda Music Software **023**
1401 E. 79th St.
Bloomington, MN 55420

Finale: The most technologically advanced desk-top music publishing system available for the Macintosh computer. Perceive: A comprehensive ear training program. The program teaches the concepts of sound generation and music theory through the use of a workbook and interactive exersizes. MacDrums: A software drum machine. Using a grid format and synthesized drum sounds provided by the software, you create your own four part drum tracks. MacSonic: A fun, easy to use audio digitizer/external speaker for the Macintosh.

SCSI Developers!!

If you are developing a SCSI product for the Macintosh™, then you need:

SCSI Tool™

From

Arborworks, Inc.

- Create, edit and execute SCSI commands.
- Fully user programmable -- create complex procedures.
- Test your SCSI device using SCSI Tool.
- Great for troubleshooting hardware/software problems.
- Easy to use -- Mac user interface (what else?)
- Helps both hardware and software designers.
- Want to know exactly what is returned by Mode Sense?

Use SCSI Tool and find out in minutes.

Come see SCSI Tool at the Northern Telecom Booth, #2144

CogNetics, Inc. **113**
200 3rd Ave. N., Ste. 210
Minneapolis, MN 55401

RealTalk™, a network productivity tool, allows real-time, text conversations between any two Macs on an AppleTalk network. RealTalk™ can also transfer single or multiple files between Macs. RealTalk™ offers WINDOW SERVING, a revolutionary feature that sends a LIVE picture of any Mac window to another Mac; the window updates instantly when changed at the source, and can be copied to the Clipboard for later use. RealTalk™ is a DA, and requires no server.

Cognition Technology Corp. **2209**
55 Wheeler St.
Cambridge, MA 02138

Exhibitor Descriptions

Booth #

Colby Systems Corp. **2351**
4723 N. Warren Ave.
Fresno, CA 93705

The Colby WalkMaC™ is a modular, portabilized Macintosh with a flat plasma or supertwist backlit LCD display. The Colby Mac-Slate™ is a notebook-sized portable weighing 7 pounds. Battery powered and fully Macintosh compatible. The Colby Porta-Printer™ is a 2.5 pound Ink-Jet printer with a software driver that works with any Macintosh. The Colby Big Top™ Monitor, a 12" white CRT with Colby video adapter. Use with any Macintosh. Excellent for home, classroom or conference room.

CompServCo **1119**
800 Freedom Ln.
Slidell, LA 70458

CompServCo is the one stop source for all of your CAD needs. We specialize in architectural and engineering software, hardware, and services. CompServCo distributes most CAD software products for the Mac and can give you expert guidance on the particular package to fit your needs. CompServCo is an Authorized Apple VAR and can supply you with everything from turn-key systems to plotting supplies. We also offer complete CAD consulting, training, drafting, and plotting services.

Compu-Arch **2348**
3230 Overland Ave. #105
Los Angeles, CA 90034

Booth #

Compuneering, Inc. **1129**
113 McCabe Crescent
Thornhill, Ontario
Canada L4J 2S6

ENGINEERING: STRUCTURAL & CIVIL. Formerly Erez Anzel Software. Our new COGO product will be demonstrated (COordinate GeOmetry for land surveying, etc.), as well as FRAME MAC (for analysis of 2-D frames, trusses, beams), BEAM MAC II (continuous beams), BEAM MAC (simple beams), and MacCOGO (geometrical & structural properties of shapes). All programs have color, allow English & metric units, etc. Full Macintosh interface. All are standalone, fast, fully interactive programs with windows for diagrams, text.

Computer Cover Co. **M6**
P.O. Box 3080
Laguna Hills, CA 92654

Investigate The Great Macintosh Cover-Up! Computer Cover Company offers custom covers for your entire Macintosh system — including 512K, PLUS, SE and Mac II. They're made of 400 Denier Nylon that won't tear, crack or create lint problems. Computer Cover Company also manufactures PAK UPS — lightweight holders for 3.5" diskettes in a choice of two sizes (8 and 2-diskette capacities). Special MACWORLD EXPO offer: Buy a cover set — get a mouse pad Free!

Booth #

Computer Currents **543**
5720 Hollis St.
Emeryville, CA 94608

COMPUTER CURRENTS is distributing free copies of their latest Northern California editions. Publishing since June of 1983, COMPUTER CURRENTS is the oldest and most respected computer publication in California. The Computer Press Association named COMPUTER CURRENTS runner-up in the Best Magazine category at the 1985 Computer Press Awards.

COMPUTER EXPRESSIONS **700**
3833 Chestnut St.
Philadelphia, PA 19104

Computer Expressions, an advertising specialty manufacturer and imprinter, has doubled its product line available to the Macintosh owner. New items include imprinted Mouse Pads, Award/Picture Plaques, Golf Umbrellas, Canvas Bags, Seminar Folders and 3-Ring Binders. Other items are Coffee Mugs, Puzzles, Chocolate Cards, Sweatshirts and T-shirts. By working from disk and selling directly to companies and individuals, Computer Expressions offers the Mac customer superior resolution and substantial savings vs. other advertising specialty sources. Discounts are available on quantity orders. Non-Mac logos are also accepted. Computer Expressions counts Apple Computer, Inc., MACWORLD, Merrill Lynch and many Mac enthusiasts among its clientele.

Computer Friends **803**
14250 N.W. Science Park Dr.
Portland, OR 97229

MODERN ARTIST, color painting software for Macintosh II. SUPER-CHROMAengine brings full color painting capability to Macintosh 512, Plus, SE. TV-PRODUCER board genlocks the Macintosh II to standard NTSC video input and output mix of Mac graphics and

Booth #

video to VCR. PANCHROMA desk top printer with full color capability on paper or overhead transparency. MACINKER a line of solid color and multicolor electric ribbon re-inkers. A new MACINTOSH BUFFER and complete line of switches and printer sharing devices.

Please see our advertisements on pages 30 & 50

Computer Pictures **011**
2 Village Square W.
Clifton, NJ 07011

Computer Pictures magazine is dedicated to covering computer graphics on an application and new technology basis. Emphasis is placed on the ever broadening use of microcomputer graphics in Fortune 1000 corporations and businesses, architectural and engineering, desktop publishing and desktop video, graphic arts and design, CAD/CAM and the educational community.

Computer Selection Business Center **544**
201 Mission St.
San Francisco, CA 94105

Computer Shoppe **1030**
615 Guilford-Jamestown Rd.
Greensboro, NC 27419

Finally, a high performance CAD System for Architectural, Engineering professional is available. PowerDraw™ has the features that set it apart from the competition. Designed by the makers of MacPlots II™, PowerDraw has plotting built in. Additional features include autodimensioning, with/without extension lines, color on Mac II, printer, and plotter. Also included are Fillet, Chamfer, Extend, Trim, Combine, Attach, and the ability to Smash to Lines or Polygons. Stop by for a demonstration. (919)299-4843.

Exhibitor Descriptions

Booth #

ComputerWare **1520**
350 Cambridge Ave.
Palo Alto, CA 94306

ComputerWare is the original "All Macintosh Source" in Silicon Valley. We carry the largest inventory of exclusively Mac Products at the lowest prices at the show. We have mail order staff ready and waiting at 800 235-1133 to take your order. Or come visit our store in Palo Alto, CA. Knowledgeable and friendly staff will be happy to help you. For Corporate Sales, call 415-323-7557. International customers can reach us at 415-323-7696.

COMTREX, Ltd. **328**
P.O. Box 1450
El Toro, CA 92630

ComVest **005**
33971 Selva Rd., Ste. 230
Laguna Niguel, CA 92677

ComVest, one of the fastest growing producers of business opportunity and self help products and software, is expanding its sales force and is branching out into the European and Australian computer markets. ComVest provides seminars and training across the United States offering new opportunities for entrepreneurs and provides existing businesses the software and hardware needed for complete office automation, business solutions, effective management, and many powerful real estate related programs.

Booth #

Control Data Corp. **2311**
8100 34th Ave. S.
Minneapolis, MN 55440

Control Data will exhibit its high-capacity, high-performance 5.25 and 8-inch products hooked up to Apple MacIntosh computers. The Company will have experts from its manufacturing and applications divisions on hand to answer questions about how to increase storage capacities for Apple computers.

Coral Software Corp. **945**
336 Windsor St.
Cambridge, MA 02141

Creative Solutions, Inc. **1944**
4701 Randolph Rd., Ste. 12
Rockville, MD 20852

NuBus Hurdler printed circuit boards will be featured in data acquisition and control demos. Boards range in price from $199 - $349 and provide a range of standard bus interfaces as well as a prototyping version with space for wire-wrapping your own interface. MacForth Plus interactive programming environment with Macintosh II support. Features include multitasking, text file editor, assembler, and royalty free turnkey compiler. MacForth applications corner features products written in MacForth - everything from simulation programs to CAD and other vertical applications.

Exhibitor Descriptions

Booth #

Cricket Software **1042**
30 Valley Stream Pkwy.
Malvern, PA 19355

Cricket Software products offer a comprehensive graphic environment for Desktop Publishing and Desktop Presentation. In this show, Cricket will demonstrate its entire family of products: Cricket Graph - a full-range business and scientific graphing application; Cricket Draw - a sophisticated drawing package offering high resolution PostScript output; Pict-O-Graph - a dynamic graphing program that represents data with images (pictograms) instead of ordinary bars, columns and pies; Cricket Presents... - a presentation graphics tool delivering a professional solution from conception through production, and Cricket Device Drivers - providing quality color output from non-PostScript devices. Cricket will also announce yet another new member of the Cricket family of graphics. Come join us.

Crosby Creations **022**
W. 529 Cleveland Ave.
Spokane, WA 99205

Designer dust covers at reasonable prices are produced by Crosby Creations in a variety of colors to protect your valuable computer equipment and look good in your home or office. Crosby Creations makes covers for the whole line of Apple computers, disc drives and printers as well as covers for Macs with fans, etc. A light well padded carrying case designed for taking your Mac to and from home or office is produced by Crosby Creations at a very reasonable price. Easy to open and close quickly with velcro and clips, this case has pockets and space to carry your accessories so you can make maximum use of your traveling Mac.

Please see our advertisement on page 93

Booth #

D² Software, Inc. **218**
5609-B Adams Ave.
Austin, TX 78756

MACSPIN remains the premier three dimensional tool for data analysis. MACSPIN allows the importation and manipulation of data from a wide variety of computer systems. Selection of variables and rotation of the plots is simple and direct. The most current version is now fully compatible with both the SE and the Mac II. Demonstrations of the product by the author will be given continuously during the show on a variety of data sets.

Come and Meet the People who Create our Products

Timothy Hays
Harrier Strike Mission II
An Amazing New Combat Flight Simulator

Cliff Johnson
The Fool's Errand
A Dazzling New Fantasy Puzzle

Trici Venola
Mac the Knife 3: Mac the Ripper
Mac the Knife 5: People, Places & Things
Extraordinary Clip Art Images

Paul Mithra
Mac the Knife 4: An Orchestra of Fonts
A Font for Every Occasion

So stop by and see our software demonstrated by the people who know it best. Take a break from serious matters and have some fun. We do.

MILES Computing

Miles Computing, Inc.
Booth M1 & M2

Exhibitor Descriptions

Booth #

Data Translation, Inc. **737**
100 Locke Dr.
Marlboro, MA 01752

Data Translation manufactures analog data acquisition and image processing boards that plug into the Macintosh II. Data acquisition products convert analog signals into digital signals that can be processed by a computer. The conversion allows scientists and technicians to control, measure and monitor the physical processes of living beings or machines. Image processing products allow computers to "see", alter and/or display images from a camera or video recorder on a standard video monitor.

Datacopy Corp. **1826**
1215 Terra Bella Ave.
Mountain View, CA 94043

Datacopy will be demonstrating its MacImage™ 2.0 software on the Model 730 flatbed, JetReader™ sheetfed and new ProScan Series 800 grayscale scanners. MacImage provides typeset-quality image capture and enhancement capabilities for Macintosh workstations. With its extensive file format handling, MacImage is capable of exporting high-quality grayscale, halftone, and line art images to all Macintosh-based desktop publishing applications. Datacopy will also demonstrate MacOCR, text reading software for the Macintosh. MacOCR reads a variety of typestyles, point sizes and pitches. It converts typed pages into computer readable text files and also scans photographs or line art.

DataDesk International **1726**
7650 Haskell Ave.
Van Nuys, CA 91406

Please see our advertisement on page 31

Booth #

DataSpace Corp. **1312**
185 Riviera Dr., Unit 9
Markham, Ontario
Canada L3R 5J6

The Telenode will be demonstrated showing remote access to an AppleTalk Network over telephone lines. The Laserserver will be showing true multi user access to the Laserwriter, also buffering and full print management. The Max is an AppleTalk hardware buffer that allows any Imagewriter to be accessed over the AppleTalk Network. The Max is also compatible with the new Imagewriter LQ.

DataViz, Inc. **1817**
16 Winfield St.
Norwalk, CT 06855

DataViz will be presenting the MacLinkPlus family of connectivity software for the Macintosh, which provides the Macintosh user with a low cost solution for exchanging files between the Macintosh and a variety of MS DOS environments. Optional versions include connectivity to Wang VS, Wang PC, and NBI systems. File formats are preserved thru the MacLinkPlus library of file translators, which consists of more than 25 different translation combinations. MacLinkPlus data translators are compatible with Apple File Exchange.

Booth #

Dayna Communications, Inc. **1502**
50 S. Main, Ste. 530
Salt Lake City, UT 84144

Dayna is featuring quality engineered products that provide Macintosh connectivity to MS-DOS workstations and networks. Ongoing DaynaFile demonstrations are offered in Dayna's theatre area. DaynaFile is the popular external disk drive to the Macintosh that reads to and writes from MS-DOS data disks. Dayna will also detail its strategy regarding Macintosh workstations connectivity to MS-DOS based networks.

DEI (Data Electronics, Inc.) **613**
10170 Sorrento Valley Rd.
San Diego, CA 92121

DEI will feature Series II Gold, Microtape 2000 QIC-100, a 1/4", 3 1/2" form factor preformatted data cartridge for tape backup drives for Apple Computers.

Deneba Software **2326**
7855 N.W. 12th St., Ste. 202
Miami, FL 33126

Design Graphics **029**
3198-H Airport Loop Dr.
Costa Mesa, CA 92626

Design Science, Inc. **2231**
6475-B E. Pacific Coast Hwy., Ste. 392
Long Beach, CA 90803

MathType allows mathematical equations to be entered into word processing or page layout documents. It runs as a desk accessory or as an application for use with Switcher and MultiFinder. MathType can

See us at booth 224!

The Barbecue Brothers would rather bake beans than count them.

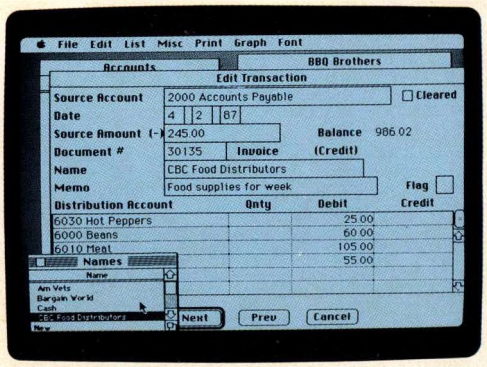
It's only the best chili in the whole doggone state.

But it might not be, if Larry Keenan and Curt Fischer had to spend more time balancing their books and less time balancing their spices.

That's why they bought In-House Accountant,™ from Migent.

With In-House Accountant, the boys spend very little time entering transactions. Or reconciling bank accounts. Instead, the program does it for them. Automatically, and in a very Macintosh™ kind of way.

That means all the information is right there on the desktop, so the guys can see at a glance things like their checking balance, or the amount they spent on hot peppers last month. For payables and receivables, they simply zip among their accounts without ever having to change modules, or even close a window. And when they enter a transaction, all related items in other lists are updated immediately. So there's never a need for "posting."



All of which means they have more time to do what they do best: which is make the best chili in the whole doggone state.

In-House Accountant. See your nearest Migent dealer, or call **1-800-633-3444** for more information.

Yes. Please send me information about In-House Accountant.

Name

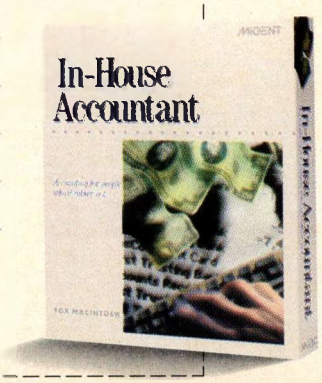
Company/Title

Address

City/State/Zip

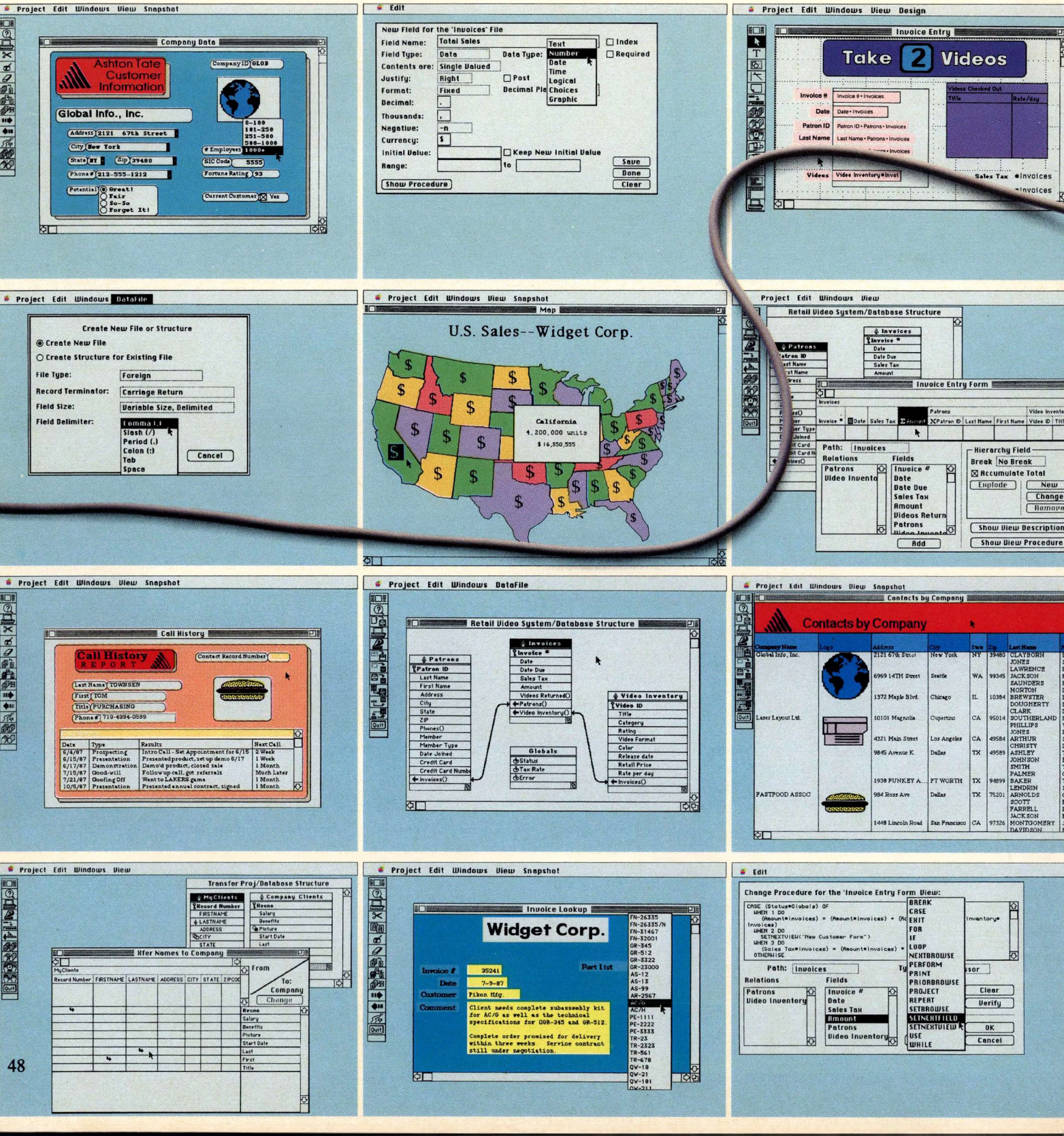
Phone

MIGENT™ Send to: Migent, Inc., 865 Tahoe Blvd., Call Box 6, Incline Village, Nevada 89450-6062, Attn: Alexis



Trademarks: In-House Accountant, PC Software Development; Macintosh, Apple Computer, Inc.

See the most powerfu
by man or mouse

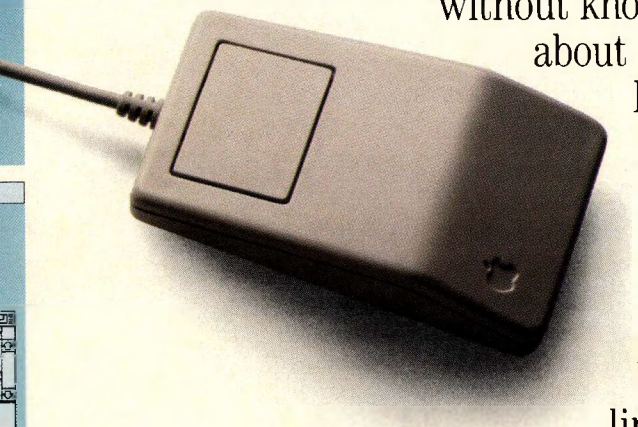


database ever used Now at booth 714.

It's called dBASE® Mac.

And it's the most powerful relational database designed for the Macintosh™.

Especially since, unlike other databases, you can get that power without knowing a thing about programming.



Begin by creating and relating your files.

Not just linking them, but relating them. So when you update one file, all your related files will be updated. Automatically. Immediately.

And remember, with dBASE Mac you can do all this without programming.

With a few clicks of your mouse, you can quickly redesign and rearrange your files to look at your data in any number of ways. Without disrupting it.

And without any programming.

Also using the selection of fonts and MacDraw®-like tools, you can design reports from the very simple to the very sophisticated. Right on the screen. So you'll know how it looks before you print it.

We're not talking about just text and graphics. With dBASE Mac, you can incorporate photos of people, parts and places into your database.

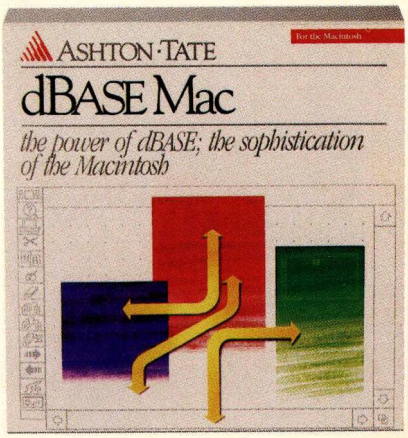
You can even import data from Ashton-Tate's dBASE III PLUS,™ dBASE III,® or dBASE II,® as well as ASCII files.

All without programming.

And all with the help of Macintosh's on-screen prompts and pull-down menus.

But if you want to go still deeper, the powerful dBASE Mac programming language will take you into a world of power and capability where no Macintosh has ever gone before.

If you would like a demo disk for $4.95,* or the name of the dealer nearest you, call (800) 437-4329, extension 2417.** You'll see how this Ashton-Tate relational database will make your Macintosh office work smarter.



Whether you are a huge organization.

Or a one-mouse shop.

ASHTON·TATE®

*While supplies last. **In Colorado, call (303) 799-4900, Extension 2417. Trademarks/owner: dBASE, dBASE II, dBASE III, dBASE III PLUS, Ashton-Tate/Ashton-Tate Corporation: MacDraw/Macintosh/Apple Computer Inc. ©1987 Ashton-Tate Corporation. All rights reserved.

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Color painting software for the Macintosh II

Modern Artist meets the needs of the most demanding professional artist while its unmatched ease of use makes business and educational graphics a breeze. Modern Artist gives you a wealth of colors to choose from (5.5 million simultaneous colors) and special effects, like 3D shading with positionable light source, multicolor custom brushes, "wet canvas" color blending, colored glass overlays, air brushes and much more.
After painting, print immediately in brilliant colors, on paper or on over-head transparencies, with the desk top, 200 dpi, PanChroma CHC-335 color printer, unmatched for beautiful color presentations. (also works with other MAC II color programs.)

PanChroma Printer $4,500

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Booth #

be used by teachers to create classroom materials or by scientists and engineers for creating technical documentation and textbook-quality reports. MathType can also act as a WYSIWYG editor to TEX typesetting systems.

Design Sense by Invision, Inc. **824**
60 Dedham Ave.
Needham, MA 02192

The first creative VHS video, called Design Sense is a training program for the desktop publishing user who wishes to design his or her own communications materials. Design Sense will help eliminate design problems experienced by the entry level desktop publishing user who does not have formal graphic and page layout training; users need basic knowledge of design; information on video includes: design elements and their applications; type fonts, similarities and differences; developing a successful newsletter; guide booklet included.

Designer Products, Inc. **704**
6585 S. Yale Ave. #1050
Tulsa, OK 74136

Designer SoftWear® unites the value of computer protection with the aesthetics of interior design with a line of dust covers for the Apple® Macintosh™ and other computer hardware. Fabrics include Ultrasuede®, VersaTech™ and denim. All Designer SoftWear® covers are highly protective, breathable, washable and are exactly tailored to fit. Designer Products, Inc. will personalize your Designer SoftWear® dust covers with company logos, monograms or school emblems. Our products are for computer users who prefer quality.

Exhibitor Descriptions

Booth #

DEST Corp. **502**
1201 Cadillac Ct.
Milpitas, CA 95035

DEST will exhibit its newly introduced PC Scan 2000 an edge feed design and 1000 Series of desktop scanners for the Apple Macintosh SE and Macintosh II. PC Scan 2000 features scanning of up to 256 levels of 8-bit grey scale data. Both series of scanners provide text (OCR) entry and automatic formatting for MacWrite and Microsoft Word word processing programs. DEST scanners provide the document input requirements for word processing and desktop publishing.

Digital Communications Associates, Inc. (DCA) **2226**
1000 Alderman Dr.
Alpharetta, GA 30201

DCA will be exhibiting MacIRMA, a hardware and software product that allows the Macintosh SE and the Macintosh II to access IBM mainframe data by emulating an IBM 3278/79 terminal. An Apple Macintosh II or SE equipped with MacIRMA provides the user with the IBM 3278/79 terminal emulation and file transfer capabilities that have made DCA's IRMA product the de facto standard in PC-to-mainframe communications, but in use, its appearance parallels that of any typical Macintosh application program.

DisCopyLabs **129**
2610-B N. First St.
San Jose, CA 95134

DisCopyLabs is a full-service production company, providing Macintosh software writers with all the services needed to get their product to market: diskette duplication, package assembly and shrink-wrapping, shipping and fulfillment, copy protection. Disk conversions are available between all computer formats and word processors.

Diversified I/O, Inc. **2414**
1008 Stewart Dr.
Sunnyvale, CA 94086

New products from Diversified include SoftBackup, a software utility for backing up your Macintosh files to SCSI tape or floppies; LaserLink, a 1-2-3 addin that prints charts and spreadsheets to Apple LaserWriter; and Wirewrap Prototyping Boards for Macintosh II and Macintosh SE. Come see our prototyping board for Macintosh II that has the NuBus interface built in!

Doss Industries **009**
1224 Mariposa
San Francisco, CA 94107

Computer Spectrum of Burlingame will be displaying three Macintosh Accessories. (1) Mac N' Frost cooling fan and surge protection for the Macintosh, rated "most effective" by MACWORLD Magazine, (2) PADOLOCK Physical Security System to protect your Macintosh and Laserwriter from theft, and (3) MAGIC SAC Macintosh Emulator for the ATARI ST Line of microcomputers. Run Macintosh and Atari Software on the Atari ST color computer.

Douglas Electronics **206**
718 Marina Blvd.
San Leandro, CA 94577

A high powered CAD/CAM system for the design and manufacturing of printed circuit boards, Douglas CAD/CAM features color layout, schematic capture (including digital simulation) and autorouter. The system also has unlimited multilayer capabilities and supports the Macintosh II. Maximum layout size is 32" x 32". Once complete, design files can be transferred to Douglas Electronics where filmwork and/or circuit boards are produced. A variety of packages are available from $95.00 to $2,900.00.

Dove Computer Corp. **2026**
1200 N. 23rd St.
Wilmington, NC 28405

Dove's Memory Products Division will exhibit productivity enhancement products for the Macintosh family of computers including memory enhancements, accelerator boards and an SE video display card. The Communications Division will demonstrate Macintosh to mainframe connectivity solutions provided by FastNet™, an intelligent SCSI gateway to a variety of Local Area Networks for the Apple Macintosh. As a first phase, FastNet is providing access to DECnet™ via local area network Ethernet.

Dow Jones & Co., Inc. **1243**
P.O. Box 300
Princeton, NJ 08543

Desktop Express ™ is an electronic mail software program developed by Dow Jones, Apple and MCI Mail. With this program, users can send text and graphic documents, created on leading Macintosh programs, to remote locations via MCI Mail. Recipients need only Desktop Express to view or print the documents. Users can also electronically direct these documents to MCI Print Centers, where they are printed and delivered via postal or courier service to anyone in the U.S.

Exhibitor Descriptions

Booth #

Dubl-Click Software **616**
18201 Gresham St.
Northridge, CA 91325

Dupont Electronics **2236**
515 Fishing Creek Rd.
New Cumberland, PA 17070

The Du Pont Company has designed and introduced a fiber optic local area network (LAN) for Apple's "AppleTalk" networks that allows fiber optic replacement or extension of the standard copper wire twisted-pair "AppleTalk" personal network cabling system. "AppleTalk" networks utilizing the Du Pont development can incorporate more computers and extend farther than was previously possible. The Du Pont system converts normal electrical signals used by the Apple "Macintosh" and other "AppleTalk" devices to an optical signal, transmits it along optical cables, and returns it to its electrical form at its destination. The technology is transparent to the "AppleTalk" system and requires no software changes.

Dynamac Computer Products, Inc. **1513**
1536 Cole Blvd., Ste. 252
Golden, CO 80401

DYNAMAC EL - Up to 40 megabytes of hard disk storage, one to four megabytes of RAM memory, and optional 300/1200 baud internal modem, high-resolution gold Electroluminescent screen displaying 46% more information than standard Macintosh, built-in interface for composite video and direct connection to E Machine's Big Picture. DYNAMAC GP - Same options and features as the EL but with a Gas Plasma screen and without interface for composite video and E Machine. Prices start at $3995.

Please see our advertisement on page 9

Booth #

Dynamic Graphics, Inc. **230**
6000 N. Forest Park Dr.
Peoria, IL 61656-1901

DeskTop Art™ for the Macintosh™ and IBM®/PC and compatibles. Each DeskTop Art collection has been specially compiled from Dynamic Graphics' vast art library of more than 20,000 professionally created illustrations and graphics by the country's top commercial artists. Each collection contains more than 200 graphics on a specialized theme. There are currently 7 collections for the Macintosh consisting of MacPaint™, FullPaint™ and MacDraw™ files — Graphics & Symbols 1, Borders and Mortices, Business 1, Sports 1, Education 1, Four Seasons 1 and Artfolio 1. Each package includes two disks, an instructional How-To Guide, a Pictorial Index and a Storage Case/Easel.

E-Machines **632**
9305 S.W. Gemini Dr.
Beaverton, OR 97005

E-Machines builds high-quality monochrome, gray scale and color displays for the Macintosh, providing "the power to see your best". At this Macworld Expo we are introducing the exciting new Color Big Picture™, the high-resolution large screen monitor that still fits comfortably on your desk. See also The Big Picture IQ™, the photographic image quality gray scale monitor and The Big Picture®, E-Machines complete line of large screen monochrome displays for every Macintosh.

Booth #

Eastman Kodak Co. **2033**
343 State St.
Rochester, NY 14650

Large screen electronic display system for real time projection of Macintosh images.

EDUCOMP COMPUTER SERVICES **1103**
742 Geneiveve, Ste. D
Solana Beach, CA 92075

EDUCOMP provides the most complete, well-organized collection of public-domain and Shareware software for the Macintosh. We currently offer more than 475 disks, containing over 3,000 programs, including Stackware, desktop publishing and business applications, clip art, graphics and games, desk accessories, utilities, and much, much more! Expand your software collection for pennies on the dollar! EDUCOMP also has the best blank disks and accessories for the Macintosh, at the lowest prices anywhere!

Ehman Engineering, Inc. **331**
115 Apache Dr.
Evanston, WY 82930

The Ehman 800K External Disk Drive comes complete and is compatible with all Mac's (128K through Mac II's). This is an industry leader for reliability and performance. The Ehman 20/40 MB Hard Disk Drives provides advanced engineering, high performance that is daisy-chainable, external address switch, and quiet performance from the smallest drives on the market. Be sure and visit our booth to see all our new products being announced!

MacTAPE®:

The 9-TRACK CONNECTION.

Easy data transfer between Minis, Mainframes & Macs.

MacTAPE is designed to provide users with tools needed to access 9-track information which is the Universal Standard for data interchange for 30 years. Now you can read and write IBM/ANSI compatible 556/800/1600/3200/6250 BPI tapes. By using mag tape it allows you to transfer data to and from any minicomputer or mainframe computer in the world to your Macintosh computer. We offer a variety of compatible formatted tape drives to configure a complete tape subsystem.

MacTAPE/SCSI features include:

- Compatible with any 1/2" Mag Tape Drive w/Industry Standard Formatted Interface
- Variable Block Sizes to 64K
- Supports ASCII/EBCDIC Translation Mode
- Read/Write IBM/ANSI 556, 800, 1600, 3200 and 6250 BPI Tapes
- Auto Load Tape System
- Media Interchange and Data Reliability

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Macintosh is a trademark licensed to Apple Computer, Inc; MacTAPE is a registered trademark of Blackhole Technology, Incorporated; (SCSI—Small Computer Systems Interface).

Exhibitor Descriptions

Booth #

Emerald City Software **225**
97 Jennings Ln.
Atherton, CA 94025

Emerald City Software publishes PostScript productivity software for the Macintosh. We will be demonstrating LaserTalk™, the PostScript development environment for serious PostScript programmers and desktop publishers. LaserTalk features interactive access to the LaserWriter's PostScript interpreter over AppleTalk; on on-screen preview window; a multi-window editor/debugger with line-by-line error detection, tracing and breakpoints; a dictionary browser for PostScript dictionaries; online operator descriptions from Addison-Wesley's PostScript Language Reference Manual and documentation by David Holzgang, author of Understanding PostScript Programming. We speak PostScript, come talk to us.

Enzan-Hoshigumi Co., Ltd. **M20**
Green Hts., Ste. 805, 53-17,
Sendagaya, 3-chome, Shibuya-ku,
Tokyo 151, Japan

Epic Technology **717**
4594 Porter St.
Fremont, CA 94538

Please see our advertisement on page 39

Ergotron, Inc. **1412**
1621 E. 79th St.
Bloomington, MN 55420

Ergotron's product line features accessories designed to make the Macintosh the most user friendly computer in the world. These accessories include: MacTilt, MacTilt SE, Ergonomic Stands for Large Screen Displays, MacBuffer, MacBuffer LW, Mouse Cleaner 360, The MacTilt SE Security System (The Muzzle), and the Mac II Workstation. The New Macintosh System Workstation suspends the workstation and all Macintosh system components above the users worksurface.

Please see our advertisement on page 111

Everex Systems **2014**
48431 Milmont Dr.
Fremont, CA 94538

Farallon Computing, Inc. **918**
2150 Kittredge St.
Berkeley, CA 94704

The PhoneNET® System creates an AppleTalk network using telephone wire, even a building's existing wiring. PhoneNET extends AppleTalk networking distances and offers flexible topologies. System components include: PhoneNET PLUS™ Connectors; the PhoneNET StarController™ with StarCommand™ DA and PhoneNET Manager™, a HyperWare™ stack; TrafficWatch™ network analysis package; and PhoneNET CheckNET™ DA. The MacRecorder™ records sound into your Macintosh with HyperSound™, a HyperWare™ stack, and AudioFile™, software to edit and save files into a variety of formats.

Fifth Generation Systems, Inc. **430**
1322 Bell Ave., Ste. 1A
Tustin, CA 92680

Fastback for the Macintosh is a high speed back-up utility for the Macintosh, which allows you to back up your hard disk at more than 1Mb per minute. Fastback for the Macintosh uses advanced error detection and correction, so that data can be restored even if the backup disks are damaged in storage. Up to 159 bad sectors can be reconstructed. You can do complete, incremental or custom backups, and restore either the entire backup or only selected files to any directory or even to another floppy disk. Files and Folders are graphically displayed to make back up or restore selections easy. Labels can also be printed for your backup disk set. Fastback for the Macintosh is not copy-protected.

Flexware **1805**
15404 E. Valley Blvd.
Industry, CA 91746

Microfinancial is featuring Flexware®, "Power Accounting" for the Macintosh. Flexware® is a complete line of multi-user, high-end accounting and database applications including Receivables, Payables, General Ledger, Inventory, Job Cost, Payroll, Purchasing and Order Processing. All use the Macintosh interface, including HyperCard, and integrate to Excel and other products. They are modifiable and also work on IBM and VAX with connectivity. Flexware® is also a powerful database language used to create new applications or modify existing applications. Using Flexware's applications as a base, developers can create unique solutions quickly and economically.

Fliptrack Learning Systems **541**
999 Main St.
Glen Ellyn, IL 60137

120 MINUTES OF SPAGHETTI WESTERNS. OR 80 MEGABYTES OF BACKED-UP DATA.

Did you ever dream that you could record data as well as movies on an ordinary, inexpensive videocassette? That, after the shoot-em-ups leave you laughing, a head crash doesn't have to leave you crying?

Pinch yourself. And start keeping those precious megabytes safe and sound with the newest version of our ingenious Videotrax® system. Now featuring a controller and software for the Macintosh™ Plus, Macintosh SE, or Macintosh II computer.

The system utilizes our enhanced Videotrax VCR—or any old VCR for that matter—to back up data on standard VHS or Beta cassettes. Hooks up to your Mac's SCSI port with standard cables. And—by reason of exhaustive testing, self-monitoring, and the long-term experience of tens of thousands of microcomputer users—is more reliable than any other backup option. Not to mention easier.

Because a VCR, you already understand. And our pull-down menus tell you everything else you need to know. How to copy or restore an entire hard disk, specific files, or just the files that have been added or changed since the last backup.

Could anything be simpler?

As a matter of fact, yes. With our "smart" Videotrax VCR, everything happens automatically.

You can see it for yourself by stopping at Booth 2406. And you can get the name of your nearest dealer by calling 800-992-9779 (in California, 800-821-0612).

We strongly suggest you do both.

Because if your data means anything to you, acquiring Videotrax protection is a thought you should definitely entertain.

VIDEOTRAX®
DATA BACKUP FROM
alpha micro

Corporate Headquarters: 3501 Sunflower, P.O. Box 25059, Santa Ana, CA 92799. © 1987 Alpha Microsystems. All rights reserved. Videotrax is a registered trademark of Alpha Microsystems. Macintosh is a trademark of Apple Computer, Inc.

QUICKEYS

The most important feature of QuicKeys™ is ease-of-use. Just select, point and you're done.
"QuicKeys is the sort of outstanding product that you recognize instantly as a Mac classic; an essential product for every Mac in your office"
-Bob Perez, Business Evangelist, Apple Computer, Inc.

It's a macro program for everyone. So easy to use you'll want to use it with everything! Assign keys for repetitive text, programs, commands, desk accessories and more. You are unlimited in what QuicKeys can do for your Mac...and your speed.

This is the program you've wanted for your Mac. An absolute MUST for hard drive users. Doubles your speed on the Mac, easily.
"QuicKeys made me forget my mouse."
Steven Bobker, Editor-In-Chief, MacUser

Works with: 512E, Mac Plus, SE, Mac II. QuicKeys gives your new extended keyboard something to do. Works with standard keyboards, too.
"QuicKeys brings new life to old and new keyboards"
-Neil Shapiro, Editor-At-Large, MacUser, Chief Sysop: MAUG

How fast can you learn to use QuicKeys? How fast did you read this sentence?
"Extended keyboards...they do have those lovely, but useless, function keys. Hmm. Sure would be nice to be able to assign desk accessories to them."
Mac The Knife, MacWeek

The easiest, fastest way from one program to another on a Macintosh is with QuicKeys.
"QuicKeys offers the most clever, accessible way of assigning actions to command, option or function keys."
Bob LeVitus, Editor-In-Chief, MACazine

QuicKeys also works within programs. Assign command keys for operations like: Save, print, typeface selection and more. Any commands you want can be assigned with QuicKeys. Just $99.95.

"QuicKeys is the only reason for buying an extended keyboard."
David Beidney, Editor At Large, Computer Graphic Magazine

CalendarMaker, DiskTop and QuicKeys are trademarks of CE Software.
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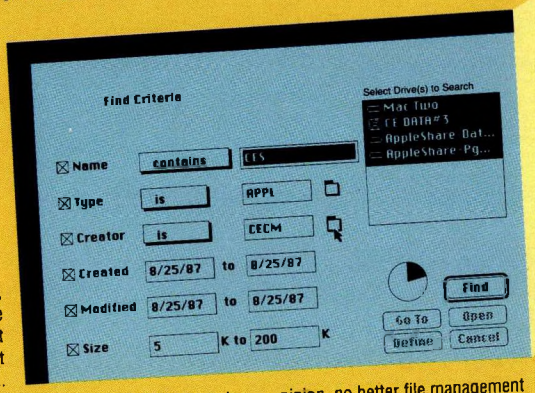
DiskTop VERSION 3.0

- DiskTop™...it's like a portable Finder. Easy to install. Easy to use. You'll wonder how you ever got along without it. This "portable Finder" really finds!

- DiskTop contains the most powerful yet easy to use find command available on the Macintosh™. Hard drive users love it.



- With DiskTop you can find, copy, move, rename, create folders, and more without ever leaving the document you're working in.

- "There is, in my opinion, no better file management desk accessory for the Macintosh" -MacWorld, August 1987

- DiskTop saves time because you can do it...NOW!

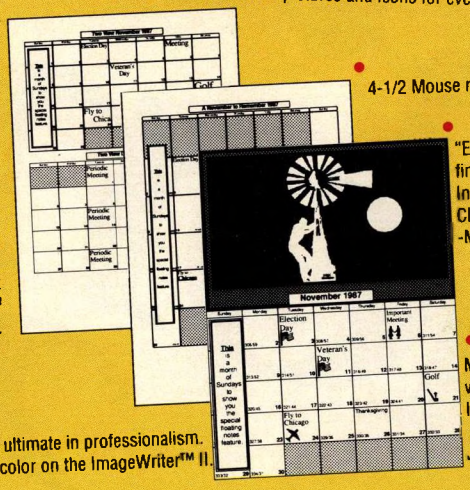
4-1/2 Mouse rating-MacUser, August 1987

- Just $49.95.

CalendarMaker VERSION 3.0

- Everybody ought to have CalendarMaker™. Make interesting, unique and attention getting calendars...with pictures and icons for even more visual excitement.

- CalendarMaker makes keeping track of time easier (and lots more fun)!



- 4-1/2 Mouse rating, MacUser, December 1986

- "Every year I have the same problem: finding the ideal calendar... In answer to this universal dilemma, CE Software has published CalendarMaker." -MacWorld, March 1987

- Enter events manually or import files from programs including: MORE!™, SideKick™, BatteryPak™, SmartAlarms™. Export calendars to MacWrite™, MacPaint™, MacDraw™ PageMaker™ and others.

- Makes calendars for years to come with perpetual dates and periodic events. It's the most professional, versatile calendar presentation program on the Macintosh. Just $49.95.

- Print to laserprinters for the ultimate in professionalism. Print in color on the ImageWriter™ II.

CE SOFTWARE

Visit your retailer or call (800) 523-7638 for VISA or MasterCard orders. To purchase by mail send VISA or MasterCard number with expiration date, check or money order with appropriate amount plus $2.00 shipping and handling for each product ordered to CE Software, 801-73rd Street, Des Moines, Iowa, 50312. For information call: (515) 224-1995.

Exhibitor Descriptions

Booth #

Fox Software, Inc. **012**
122 W. S. Boundary
Perrysburg, OH 43551

FoxBASE+/Mac, the fastest database management system available for the Macintosh, includes complete dBASE III PLUS compatibility. FoxBASE+/Mac also provides developers and users full access to the Macintosh user interface during program development and in resulting applications. FoxBASE+/Mac includes up to 9 output windows which can be moved, resized, zoomed or closed, multiple fonts, point sizes, color support, mouse support, pull-down windows, trace window execution, user-defined buttons, command history scrolling and re-execution, and much more.

Future Design Software **1706**
17280 Newhope St., Ste. 5
Fountain Valley, CA 92708

Please see our advertisement on page 105

Booth #

FWB Software, Inc. **1539**
2040 Polk St., Ste. 215
San Francisco, CA 94109

G.W. Instruments **1811**
264 Msgr. O'Brien Hwy., #8
Cambridge, MA 02141

G.W. Instruments supplies a complete line of easy to use data acquisition and control products for the whole family of Macintosh computers. The MacADIOS 411 system includes a hardware, software and cabling package which will connect through the modem port on any Macintosh. For the Macintosh II and SE (through the optional expansion system) the MacADIOS II board offers data acquisition speeds - an incredible 833 Khz

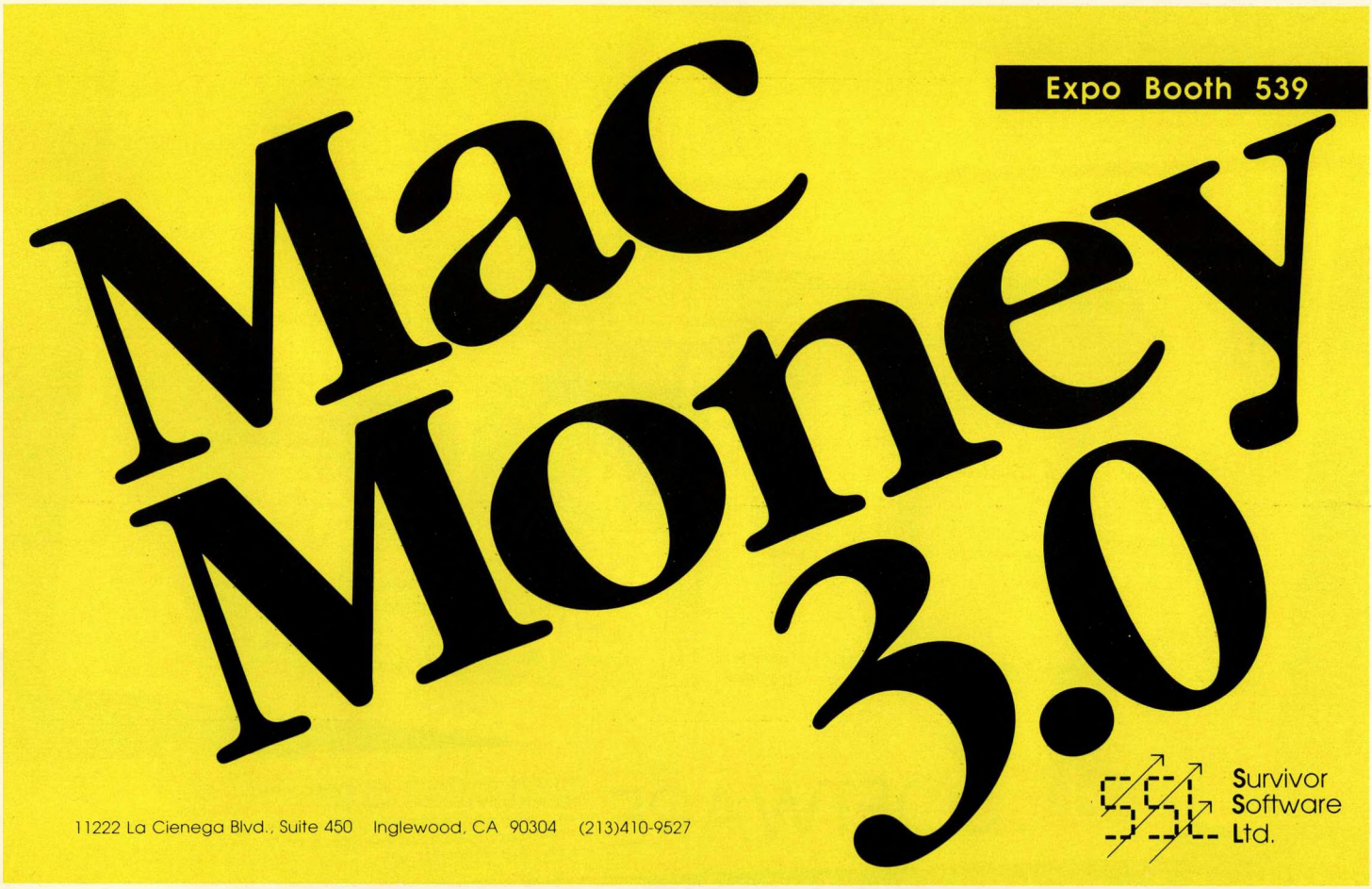
Booth #

option - and flexibility that puts the Macintosh in competition with the mini's.

Please see our advertisement on page 95

General Computer Corp. **910**
580 Winter St.
Waltham, MA 02154

General Computer is featuring a networked version of its Personal LaserPrinter. PLP is the first full-featured 300 dots per inch Macintosh laser printer affordable by individuals. It was introduced last summer at Macworld Expo/Boston. Also being shown at the GCC booth are: a new, enhanced version of the Personal LaserPrinter; Fonts Plus, seven additional font families which give the PLP the font



Exhibitor Descriptions

Booth #

capabilities of Apple's LaserWriter Plus; and other exciting additions to the laser printer product line. GCC also manufactures the FX/FI series of hard disk drives; HyperCharger 020, a 16-megahertz, 32-bit 68020 microprocessor enhancement board for the Macintosh SE; and HyperTape, an external 40-megabyte SCSI tape backup device.

Gered Corp. **008**
2401 N.E. Cornell Rd., Ste. 125
Hillsboro, OR 97124

"The Mouse Desk™" is a computer accessory designed to be used with any mouse driven system. The "base" is designed to be placed over the mouse pad area. The "storage" unit is made to swivel right or left to any position desired. The slanted "desk top" doubles as a lid for the "storage" unit and a writing surface or reference area. "The Mouse Desk™" is made of high quality plastic that is attractive, light weight, rugged and functional.

GoldMind Publishing **339**
12155 Magnolia Ave. #3B
Riverside, CA 92503

GoldMind Publishing is presenting their clip art libraries. Included are: MacGraphics™(2.0) - a 9 MB large format Paint file collection, MacGraphics™ TIFF art files - the ultimate in finely detailed line art, and MacGraphics™ PhotoFiles - true halftone picture files. GoldMind Publishing's MacGraphics™ clip art collections offer the newest in ultra high resolution clip art and stock photo files. Custom scanning services are also available.

Please see our advertisement on page 125

Booth #

GRAPHISOFT **1833**
Industridstrasse 3
2421 Kittsee, Austria

Great Plains Software **2211**
1701 38th St., SW
Fargo, ND 58103

The Great Plains Accounting Series includes General Ledger, Accounts Receivable, Accounts Payable, Inventory, Order Entry with Point of Sale and Purchase Order. Network Manager is also available which enables you to run multi-user on Appleshare™. Each module may run stand-alone (except Network Manager) or fully integrated with other Great Plains Accounting Series modules. Plains & Simple™ automates the widely used manual "one-write" accounting system. The product is easy to use, includes 25 sample charts of accounts and has extensive on-line help. General Ledger, Accounts Receivable and Accounts Payable are included in one module.

Great Wave Software **1306**
5353 Scotts Valley Dr.
Scotts Valley, CA 95066

Great Wave Software presents two new software packages. Crystal Paint, a symmetry graphics program, which can be used independently or in conjunction with other write, paint or layout programs. American Discovery is a U.S. geography program for learning states, capitals, history and other facts and trivia. Also showing the new Version 4 of ConcertWare+ and ConcertWare+MIDI, the award winning music software. Also available is educational software for children including KidsTime, TimeMasters, and LOC.

Booth #

H&H Enterprises **2233**
1175 Hunt Cir.
Corona, CA 91720

H&H will be exhibiting the MouseTop—a white or grey fur mouse cover with round felt ears, a button nose, and wire-rimmed glasses; MousePouch—mouse and disk holder/pocket; MousePro—a 10" x 12", vinyl surfaced, 1/8" thick, professional quality mouse pad; The Friendly Computer Bug—an IC with wobbly eyes, colorful tail, and training manual; Roll-top Teakwood disk boxes; Oak printer stands; Dust covers; and Imagewriter printer ribbons.

Hard & Soft, Inc. **2108**
2005 W. Cypress Creek Rd., Ste. 1A
Ft. Lauderdale, FL 33309

Hard & Soft, Inc. is offering show specials on its Silver Server™ line of high performance and high capacity SCSI internal and external drives for the Macintosh™ computers. Hard & Soft also offers an upgrade path for the Apple® HD SC and HD 20. A high-speed Macintosh™ SCSI card that provides up to a ten-fold increase in data transfer rates will also be on display. Other products include: Visi-Mac™ clear display cases for the entire Macintosh™ family, and the Step-By-Step guide to Desktop Presentations, a comprehensive guide to the production of visual information used in presentations, reports and slides, and packed with over 50 illustrated examples.

Hayes Microcomputer Products, Inc. **820**
P.O. Box 105203
Atlanta, GA 30348

Exhibitor Descriptions

Booth #

Heizer Software **614**
1941 Oak Park Blvd., Ste. 30
Pleasant Hill, CA 94523

Heizer Software will introduce the Stack Exchange with over 100 programs for Apple's HyperCard™. Heizer will sell 1987 Tax Templates for use with Microsoft® Excel or Works. Heizer Software supports Works and Excel with over 600 macros, templates, tutorials and databases from 80 expert authors. You are invited to the booth to register as a potential author in one of the Heizer-supported environments. Show prices for collections of programs will be offered. Order the current Catalog, plus a Works/Excel/or HyperCard (please specify) Sample Disk for only $4.00.

Help Software, Inc. **1845**
10659A Maplewood Rd.
Cupertino, CA 95014

Desktop Help™ software is on-line documentation technology for the Macintosh environment. Desktop Help™ documentation is useful throughout the life of any Macintosh application: Apple Computer can document hardware and system software: Developers document program features: Value Added Resellers document system integration: MIS managers document corporate use. Documentation can be written for specific needs: tutorials for new workers, style guides for writers, a foreign set for overseas offices, for in-house use or great "Help" products for sale.

Please see our advertisement on page 84

Booth #

Hewlett-Packard Co. **2102**
16399 W. Bernardo Dr.
San Diego, CA 92127

Hewlett-Packard will feature its complete family of Apple-compatible plotters and printers including the new PaintJet Color Graphics Printer. Hewlett-Packard's plotters and printers will be demonstrating popular software packages.

High Performance Systems, Inc. **1131**
13 Dartmouth College Hwy.
Lyme, NH 03768

The STELLA™ software is a revolutionary modeling and analysis package for people in business, education and scientific environments. To build a STELLA model, first you depict the relationships underlying an issue by selecting, positioning and "hooking up" four kinds of icons on the screen of the Macintosh. As you lay out the system graphically, STELLA works "behind the scenes" to create an equation infrastructure that is used to simulate the system of relationships. Model output is produced as an animation of your diagram, time series or scatter plots, or printed numeric values. Any part of your model — diagram, plots, data and equations — can be exported to other Macintosh applications. And STELLA makes "what iffing" as easy as a click-and-drag of your mouse. STELLA brings the power of computer simulation to the rest of us!

Booth #

Howard W. Sams & Company/ Hayden Books **1403**
4300 W. 62nd St.
Indianapolis, IN 46268

Howard W. Sams & Company/Hayden Books is the leading publisher of Macintosh books. The highly acclaimed Macintosh library will be on display featuring four new titles including: Personal Publishing with the Macintosh, 2nd Edition; dBASE Macintosh Programmer's Guide; IBM PC and Macintosh Networking; and Hypertalk Programmer's Guide. Written by the industry's best authors, this comprehensive collection of titles covers current subjects of interest for beginning, intermediate and advanced Macintosh users and programmers.

Human Intellect Systems **2423**
1670 S. Amphlett Blvd. #326
San Mateo, CA 94402

H.I.S. demonstrates three new expert systems development tools, including the best-selling, Instant-Expert $49.95. Instant-Expert Plus, the only development system offering graphics as input and output — plus much more. Nexus, the professional's choice for Macintosh expert systems developers. Human Intellect Systems offers a family of products linked by a state of the art knowledge base structure that's compatible among the products and computers. This compatibility provides a migration path and development/delivery that's unmatched.

Exhibitor Descriptions

Booth #

HyperAge Magazine **2442**
5793 Tyndall Ave.
Riverdale, NY 10471

HyperAge is the first publication devoted exclusively to Hyper Media - in particular Apple's HyperCard program. Subscriptions are available at the booth. To order by phone, call (800)682-2000 - Have your Visa or MasterCard number handy. For further information call (212)601-2832.

HyperSoft **013**
P.O. Box 566
San Francisco, CA 94101-0566

Billed as the "desktop publisher's project manager and graphic arts advisor", the DTP Advisor features tutorials on all aspects of the graphic arts, a 300-word glossary of graphic arts terms, and interactive forms for project scheduling, estimating, and organizing. Desktop publishers will find this application very helpful for managing projects and learning about the graphic arts. HyperSoft, a Hypercard stackware developer, will introduce, demonstrate, and sell their new application, The DTP Advisor.

Please see our advertisement on page 77

I-Track Corp. **010**
710 E. Park Blvd., Ste. 204
Plano, TX 75074

I/O Design, Inc. **1210**
924 Springdale Dr.
Exton, PA 19341

MacLuggage™ Products are constructed of True High Density Foam, DuPont Cordura™, All Metal Hardware, 2" Nylon Webbing, and Made in the U.S.A. Macinware II™ - Holds Macintosh II with Extended Keyboard. Monitorware™ - Holds Macintosh II Monitors. Imageware LQ/Wide™ - Holds Imagewriter LQ or Wide Printers. Macinware SE Extended™ - Holds Macintosh SE with Extended Keyboard. Macinware Plus/SE™ - Holds either the Macintosh Plus or SE with standard keyboards. Imageware II™ - Holds Imagewriter II. *MacLuggage™ is a trademark of I/O Design, Inc. All Rights Reserved.

Booth #

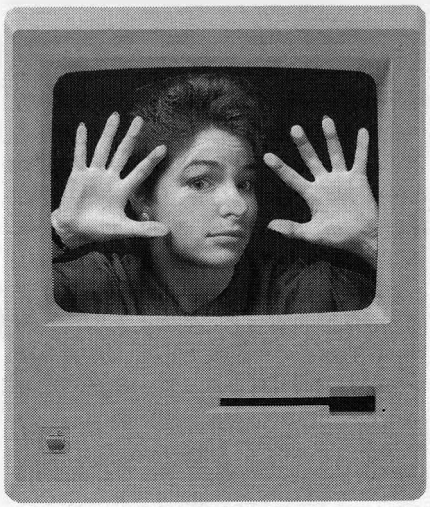
ICOM Simulations, Inc. **1722**
648 S. Wheeling Rd.
Wheeling, IL 60090

ICOM Simulations will be featuring Gossip!, derived from a concept by the notorius John Dvorak. Gossip! the newest program in the MacVenture series (Deja Vu, Uninvited and Shadowgate) will be available in March and distributed by Broderbund Software. Like its predecessors, Gossip! makes superb use of the Macintosh interface with digitized sound effects and compelling high-resolution graphics. Also featured will be TMON 2.8, the widely acclaimed monitor/debugger for the Macintosh II, SE and Plus computers. TMON 2.8 comes complete with a simple, straightforward User's Guide and an in-depth Technical Reference Manual.

Icon Review **838**
9570 Carmel Valley Rd.
Carmel, CA 93923

Icon Review offers MacWorld Expo attendees a rare chance to compare popular Macintosh products on a hands-on basis. Product managers will answer all

NEW!
STEPPING OUT™ II
The Macintosh™ Screen Extender



Don't let the Macintosh Screen Confine You!

It is possible to see and work on a full page, without buying a large screen monitor!

Choose your screen size. Zip across entire pages in a single mousestroke. View the full page reduced with a simple key command. You can even zoom in and work on details.

Stepping Out II has even more features! Including:
• Compatibility with the Mac II
• Fixed menu bar and pallets
• 75% reductions for word processing

Stepping Out II is the ideal utility for desktop publishing, word processing, design, spreadsheets...any application that is enhanced by a full page display.

Best of all, Stepping Out II is only $95.

To find out more, visit your local computer dealer or call:

bsd
berkeley system design, inc
1708 Shattuck Avenue, Berkeley, CA 94709 **415-540-5536**
SEE US AT BOOTH #532

Booth #

questions and demonstrate features. They will even make side-by-side comparisons. Icon Review is a mail order retailer of quality Macintosh peripherals and software. The Icon Review Catalog is published quarterly using Macintosh-based desktop publishing technology.

Please see our advertisement on page 83

Exhibitor Descriptions

Booth #

IGC Technology Corp. **2338**
305 Lennon Ln.
Walnut Creek, CA 94598

PEGASYS I is a menu driven 2D CADD software package combining powerful performance and ease of use for the Mac Plus, SE & II. It is intended for the designer who wants all the basic features for producing even the most complex drawings. Many high end features are available including Bill of Materials, global edits, nested groups and symbols, area, perimeter and distance calculations. It is best suited for Mechanical, Architectural, Civil, Piping and Electrical disciplines.

Booth #

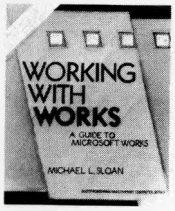
Image Club Graphics, Inc. **442**
Ste. 206, 2915-19 St., N.E.
Calgary, Alberta
Canada T2E 7A2

Digit-Art LaserGraphics is high resolution clip art for the Mac and LaserWriter. Digit-Art volumes 1 and 2 are 3 disks each and feature hundreds of useful images ideal for publishing. Digit-Art 1&2 was created with MacDraw for perfect resolution at any size when printed with a PostScript device. Volume 3 is an 8 disk collection of Encapsulated PostScript™ clip art. Image Club LaserType is high quality downloadable type faces for the LaserWriter or any PostScript device. Stop by our booth and pick up your free "Hot Type" poster!

Imagine Software **2006**
19 Bolinas Rd.
Fairfax, CA 94930

Imagine Software introduces a new software package that is, by far, THE MOST POWERFUL SCHEDULING SOFTWARE AVAILABLE FOR MACINTOSH NETWORKS. Automatically find 'free time' for a certain group to meet, post notes to co-workers' calendars, view calendar information from anywhere

Consult with an Expert for Around $20.00



Working With Works

A Guide to Microsoft Works
by Michael L. Sloan

This unique, easy-to-follow guide is written for the first-time user—either of Works or the Macintosh. Covering all of Works' applications with step-by-step, hands-on experience and many business oriented examples, this book offers you a **special feature:** an electronic bulletin board created solely for readers of **Working With Works.** You use the bulletin board to learn Works' data communications application, and through the electronic mail feature, you can leave questions about Works for the author to answer. 320 pages, $18.95, 18359-9.

The Complete Guide to Omnis 3

by Donna Mosich

This book picks up where the user's manual leaves off to help you master Omnis 3 or 3 Plus quickly and easily. Containing four complete database applications, this book begins the first application with a step-by-step tutorial for the beginning user. The three additional database applications cover the more advanced features, such as connected files and sequences, and all are supported by numerous helpful illustrations and examples, 352 pages, $22.95, 18595-8.

PageMaker

Desktop Publishing on the Macintosh
by Kevin Strehlo

Featuring the latest version of PageMaker, this comprehensive guidebook bridges the gap between computing and publishing and shows you many ways to cut publication costs and decrease turn-around time. You'll find an entire range of knowledge—PageMaker expertise, design savvy, computer literacy, and printing and binding basics all included. Contains many illustrations, examples, and appendices that give you the hands-on guidance necessary to create effective layouts. 320 pages, $21.95, 18764-0.

See These Books and More at Booth 725

Scott, Foresman and Company Computer Books
1900 East Lake Avenue, Glenview, Illinois 60025 (312) 729-3000

Exhibitor Descriptions

Booth #

on the network in numerous ways, and even be reminded of important events while you are in another program.

Imagine That, Inc. **440**
7109 Via Carmela
San Jose, CA 95139

Imagine That, Inc. introduces Extend™, the versatile modeling and simulation application for Business, Science, and Engineering. Developed exclusively for the Macintosh, Extend's powerful user interface makes it easy to devise and use sophisticated models at three different levels: entering data into existing models;

Booth #

constructing new systems from predefined model libraries; or creating new libraries using the built in ModL™ language. Users: business and financial professionals, engineers, biologists, geologists, physicists, chemists, statisticians, educators, etc.

Individual Software, Inc./Inventure **027**
125 Shoreway Dr.
San Carlos, CA 94070

Infinity Software **2333**
1144 65th St.
Emeryville, CA 94501

Booth #

Infomax Computers **2138**
1 Market Plaza
San Francisco, CA 94105

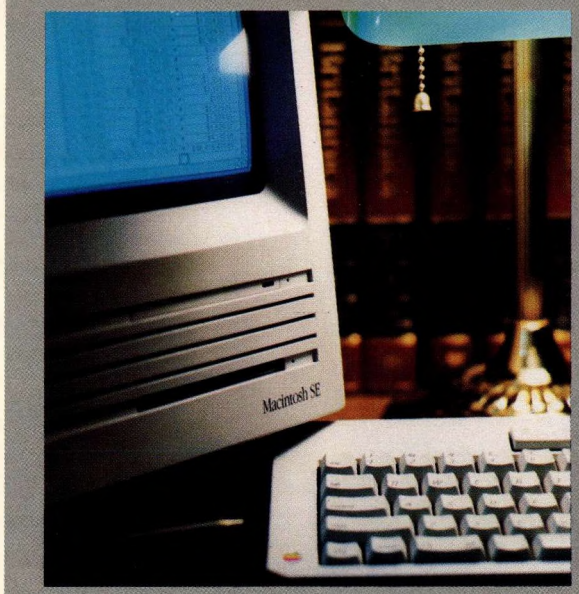
Infomax is an authorized dealer of Apple computers, as well as other leading manufacturers. Special applications include Desktop Publishing, Accounting, CADD, Apple/IBM connectivity and much more. Eight locations.

Infosophere, Inc. **1107**
4730 SW Macadam
Portland, OR 97201

InfoWorld **538**
1060 Marsh Rd., Ste. C-200
Menlo Park, CA 94025

InfoWorld is the only PC news weekly that has reported Macintosh news and product reviews from the start. Volume buyers with Macs in business rely on InfoWorld's "Macintosh News" section to track the latest developments in the

MacBusiness Journal
•FOR THE PROFESSIONAL MACINTOSH USER•



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Announcing the publications you really

We've just rendered your current Macintosh media schedule obsolete. Because now, we publish the *only* two magazines you really need to reach — and own — the entire Macintosh market.

Macworld, of course, leads the way and is the #1 monthly Macintosh periodical with a circulation reaching 200,000 in January. It's aimed at all educated business market users: From government to universities, from science to home to businesses of any size. It's instructional, with an average of 20 in-depth product reviews per month. It's comprehensive, with departments including Macworld News, Verbatim, New Products, a variety of "how to" articles, Macintosh Best Sellers, even Where to Buy information. Because of all this, it's become a "must" media buy in reaching the wide Macintosh audience.

And now, there's *Macintosh Today.* It's the premier newspaper for news and information for the Macintosh market. Reaching users in large and medium size companies.

It delivers late-breaking news and product announcements, along with the hottest information to keep its readers on top. It provides solutions to personal computing problems, commentary on emerging industry trends, as well as updates on desktop publishing, office automation and desktop communications.

The 1-2 media punch of these synergistic PCW publications will give you unparalleled Macintosh market clout. So buy them together now, and we'll even give you a joint media discount. And you'll own the entire Macintosh market, for less.

Call us today at (415) 546-7722. Ask for Jim Martin, V.P. and Group Publisher. We'll make your job easier while your Macintosh media dollars work a lot harder.

PCW Communications, Inc.

Boston / New York / Dallas / Atlanta / Chicago / Los Angeles

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only two Macintosh need to own the market.

&

Make sure you visit the PCW Communications booth (#1[illegible]) at the Expo to pick up your free copies of Macintosh Today and MacWorld.

Macintosh arena. In 1988, InfoWorld will feature a special in-depth Macintosh Supplement monthly. More than 30,000 PC volume buyers with Macs in their businesses look to InfoWorld for the most reliable and timely information on the Macintosh and Mac-related products.

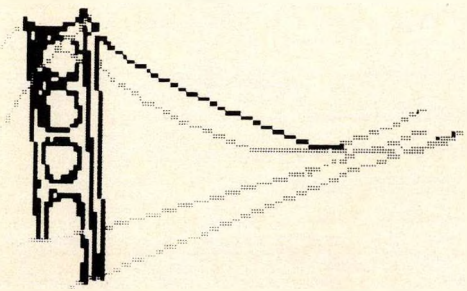
Please see our advertisement on page 97

Innovative Data Design, Inc. **1336**
2280 Bates Ave., Ste. A
Concord, CA 94520

IDD is the leading CAD software manufacturer for the Apple® Macintosh™ computer family. Its first product, MacDraft®, sold over 50,000 units and enabled IDD to pioneer CAD for the Macintosh market. IDD's newest product family, DREAMS™, is being introduced here at the show. It is a full-featured CAD program that retains the ease of use approach that has become synonomous with IDD's products. Additional product modules such as symbol libraries and plotter drivers are also being exhibited.

Innovative Software, Inc. **118**
9875 Widmer Rd.
Lenexa, KS 66215

Take a trip to the future of Mac software. Discover how easy it can be for any computer user to turn complex data into quality presentations. Interactive and dynamic links can instantly update your words, numbers, graphics and pictures. A must see.



Exhibitor Descriptions

Innovative Technologies Communications **2402**
5649 La Jolla Blvd.
La Jolla, CA 92037

Offering the Disc Management System which includes products for transporting & storage constructed of anti-static nylon material for 3.5" microdisks. The Library is in-house storage of 3.5" disks (constructed of plastic) which houses 80 microdisks. Glare Screens. Speed Pads - high precision mouse pads. Specializing in Private Labeling.

Inovatic **1444**
1911 N. Fort Myer Dr., Ste. 708
Arlington, VA 22209

A software company specializaing in character recognition software, Inovatic will demonstrate its ReadStar system at Macworld Exposition. ReadStar II+ recognizes all typewritten and printed text including italics and bold typefaces as well as foreign and unconventional characters. Using a proprietary program, ReadStar quickly learns any new typeface giving the system truly unlimited capabilities. The ReadStar systems run on the Macintosh (Plus, SE and II) and support a number of scanner manufacturers including Microtek, Hewlett-Packard and Canon. At Macworld Expo, Inovatic will introduce a new and more powerful character recognition system.

Insignia Solutions Inc. **332**
1255 Post St., Ste. 625
San Francisco, CA 94109

SoftPC™ "Synthetic Hardware" enables Mac II users to run DOS applications

entirely through software emulation. Unlike previous hardware/software efforts to achieve this result, SoftPC's speed equals IBM PC/XT performance; handles all DOS functions (including custom written and hardware-directed), and also allows DOS files and Mac files to be transparently usable in each other's environment. Accepted by numerous major computer vendors, including Apple, tested on hundreds of DOS products, and completely solid. NO HARDWARE REQUIRED.

Interleaf **342**
10 Canal Park
Cambridge, MA 02141

International Datawares, Inc. **132**
2278 Trade Zone Blvd.
San Jose, CA 95131

International Datawares, Inc. publishes the Diskette Gazette, a newspaper dedicated to 3.5" disks and Macintosh™ products. In addition to reviews and articles, the paper offers computer accessories, public domain software, commercial utility software, and blank Sony diskettes. A new section is now being devoted to HyperCard shareware, public domain and commercial stacks.

Invincible Software **2446**
9534 Burwick
San Antonio, TX 78230

Irwin Magnetics **2455**
2101 Commonwealth Blvd.
Ann Arbor, MI 48105

Exhibitor Descriptions

Booth #

ITC/Telesis **434**
4525 Northpark Dr., Ste. 101
Colorado Springs, CO 80906

ITC/Telesis - the company renowned for bringing the Macintosh user innovative accessories, will be displaying and selling: The Speed Pad - the Teflon-coated mousepad that has been known as the "Ferrari" of mousepads. The Propellor Bag - a soft attache case designed specifically for the computer user. Received excellent reviews in MacUser, Mac magazine, and other leading media. ITC/Telesis will also be showing a couple of new accessories for the Mac environment that should open a few eyes!

Booth #

JAM Technologies **M7**
685 Market St. #860
San Francisco, CA 94105

MacMED™ is the first comprehensive "Medical Electronic Desktop™" for the Apple Macintosh™ computer, containing a medical records system with a large variety of formats, knowledge modules and graphics — vital in a doctor's office practice. Features include: creating medical records; analyzing findings, symptoms, diagnoses, treatments; creating patient graphics; allergy and drug alerts and billing information. Includes MED™ Maker module allowing doctor's own checklists, graphics, forms, etc. Also, unique Multi-user Appointment Diaries™ and Smart Alarms™ interactive reminders.

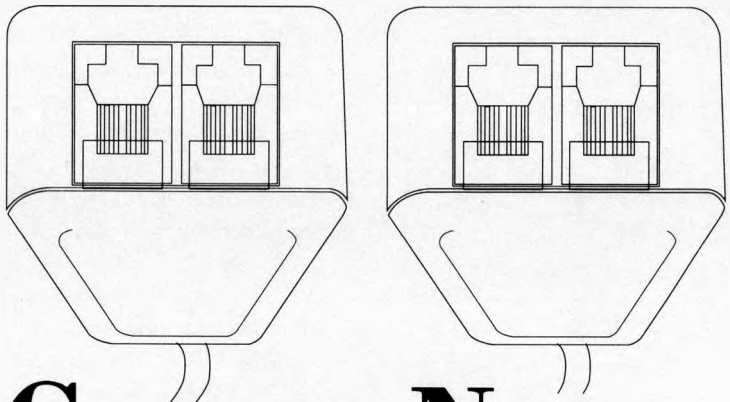
Booth #

James River Corp.
Electronic Imaging **2305**
356 B. Sewall St.
Ludlow, MA 01056

Jasmine Technologies, Inc. **1618**
555 DeHaro St.
San Francisco, CA 94107

Jasmine Technologies, leader in quality, affordable products for the Macintosh™, invites you to visit our booth to meet our staff and see our fine products. Our Direct Drive Series, from the original 20 to the massive 160, is synonymous with realiable, solid construction and no cost "extras". The multifaceted MegaDrive™ and incredible BackPac 40™, which established Jasmine's leadership in innovation as well as value, have been joined by the InnerDrive™ Series of high speed, yet economically priced, internal hard disks.

Please see our advertisements on pages 7 & 17



CompuNet

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(212) 645-7008
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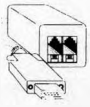
San Francisco, Booth #124

$29.95
Dealer inquiries supported



Heads above the competition! AppleTalk™ Network Systems require at least two connectors for computers to communicate. Trimar's network system is approximately half the price of our competitors' single connector price. *"AppleTalk connectors are becoming almost as essential as the mouse... don't be without a set." (Alan Stevens, MacTimes)*

Specifications: Local Area Network (LAN) hardware conforming to Apple Computer's AppleTalk™ standards, up to 5000 feet, uses standard telephone wire, positive locking RJ11 connectors..

AppleTalk™ is a registered trademark of Apple Computer.
Dealer inquiries supported.

Exhibitor Descriptions

Booth #

Kaetron Software Corp. **2421**
11318 Ericston Dr.
Houston, TX 77070

TopDown™ is a powerful, yet easy to use flowcharting program. Provides capability to create a simple flowchart or a complex system design. Uses include: data analysis, data flow diagrams, flowcharts, organization charts, graphical outlines. Provides a hierarchical approach to design allowing figures to be further detailed at a lower level. Essential for documenting existing systems and designing new. Features ANSI symbols, user definable icons, notecard association with each figure, customization, reports, and more.

Kahn Enterprises **309**
2931 Paces Ferry Rd., Ste. 11
Atlanta, GA 30339

Kensington Microware **827**
251 Park Ave. S.
New York, NY 10010

The Kensington family of Maccessories offers the widest variety of enhancement products for the Macintosh. From the complete organization, surge protection and cooling of System Saver Mac to the simplest convenience of a Mouseway. Other products include Turbo Mouse and Turbo Mouse ADB for the Macintosh SE and II, an Apple Security System and Printer Mufflers.

Kent Marsh Ltd. **1339**
1200 Post Oak Blvd., Ste. 210
Houston, TX 77056

Kinetics, Inc. **508**
2500 Camino Diablo
Walnut Creek, CA 94596

Kinetics is demonstrating a family of Ethernet products for the Macintosh. EtherPort SE and EtherSC provide direct Ethernet connectivity for the Macintosh SE and for any Macintosh with a SCSI port, respectively. Using these products, Ethernet can be used to replace AppleTalk cable for most Macintosh networking applications. The Macintoshes may also share the Ethernet and communicate with a wide variety of non-Apple computers. FastPath is an AppleTalk-to-Ethernet gateway, and allows a network of Macintoshes and LaserWriters to connect via Ethernet to other computers and to bridge to other AppleTalk networks.

Booth #

Kiwi Software Corp. **M9**
3 Woodland Ave.
Westhampton Beach, NY 11978

Kiwi Software Corporation will be introducing an advanced facsimile transmission and data communications package for the Macintosh. In addition to full-feature fax, the product will offer advanced data communications features. For instance, low cost, error-free file transmission at 9600 baud over phone lines is possible between Macintoshes equipped with this product.

Koala Tech. **1837**
269 Mt. Hermon Rd.
Scotts Valley, CA 95066

Kroy, Inc. **M4**
14555 N. Hayden Rd.
Scottsdale, AZ 85260

Kroy, Incorporated will be showing its Kroy Kolor and SignXpress Systems. Kroy Kolor is a fast, economical way to apply color to any laser generated text or artwork. There are sixty colors available including a variety of metallic colors. SignXpress incorporates Kroy Kolor with a flexible Apple compatible software package for use in producing high quality interior signage. The software also allows for the use of various Apple-compatible graphics programs. Kroy will also be introducing Color Plus. Color Plus is a smaller, table-top version of Kroy Kolor. Both products will provide useful and cost-effective benefits to any desktop publishing application.

Booth #

Kurta Corp. **1218**
4610 S. 35th St.
Phoenix, AZ 85040

La Cie, Ltd. **1144**
16285 S.W. 85th, Ste. 306
Tigard, OR 97224

Cirrus Drives: External drives for MacPlus, SE & Mac II weighing in at only five pounds (20mb - 100mb). SlotMachine: Internal drives for SE without sacrificing floppy (20mb - 100 mb). MACstor: Internal drives for MAC II (20mb - 100mb). Cirrus 40T:40mb tape backup completes the Cirrus lineup. SilverServer and SilverLining: Disk management and communication software available exclusively from La Cie. Turn to La Cie for reliable, intelligently designed products for the Mac.

Language Systems Corp. **2400**
463 Carlisle Dr.
Herndon, VA 22070

Language Systems FORTRAN is a full-featured FORTRAN 77 compiler that operates in the Macintosh Programmer's Workshop environment. The compiler accepts full ANSI Standard FORTRAN 77, plus extensions, and supports all of

Exhibitor Descriptions

Booth #

Apple's SANE™ numerical calculations and data types. Compiler switches allow the programmer to specify generation of 68000, 68020, and 68881 object code. Language Systems FORTRAN supports conditional compilation, arrays larger than 32K, and cross-linking with code written in Pascal and C. Language Systems is also the developer of ColorLab™, a full-color slide and on-screen presentation application for the Macintosh II.

Laser Charge **2230**
11782 Jollyvale Rd.
Austin, TX 78759

LaserWare, Inc. **M14**
P.O. Box 668
San Rafael, CA 94915

Integrated Graphics Workshop for producing camera ready artwork. Combines PostScript Drawing, high resolution bit-map Painting, full Text handling & Paste-up, all in one program. Allows full screen editing of TIFF scans at resolutions up to 600 dpi. Drawing, painting & text in % of grey, patterns & screens; PS special effects; user defined half tone dpi; text on path, fountain effects & picture wrap. Import MacPaint, TIFF, & Text; export Tiff, EPSF, & pure PostScript text files. Automatic 4-color process or spot-color separations using PANTONE® MATCHING SYSTEM with automatic calculation of screen %, angles & registration marks. Display in PANTONE Colors on Mac II color monitors.

Booth #

Layered **606**
529 Main St.
Boston, MA 02129

Layered's Insight accounting series is a comprehensive, powerful accounting system that will analyze and interpret your financial results. It has been independently tested and verified by Peat Marwick, the world's largest accounting firm and has won highest honors from Macworld and MacUser magazines. The Insight Accounting Series includes Accounts Receivable & Billing, General Ledger, Accounts Payable, Inventory, and OneWrite. Layered also produces Front Desk—a time-management system that is useful for professionals and service organizations that need to schedule or track multiple people, facilities, or equipment.

Booth #

LEARNING SERVICES, INC. **135**
61 W. 8th Ave., P.O. Box 10636
Eugene, OR 97440-2636

LEARNING SERVICES is a Eugene, Oregon based company designed to meet the computer needs of educators. LEARNING SERVICES offers a complete product line of software, accessories, supplies, and LCD projection panels for Macintosh computers at discount prices. Free shipping is available in the continental U.S.A. excluding paper products. Call or write for a free catalogue. For ordering call toll-free 1-800-435-3276 (USA) or 1-800-545-3276 (Oregon).

Accounting Just Became Easier!

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- General Ledger ***plus*** Accounts Receivable ***plus*** Accounts Payable ***plus*** Inventory Tracking ... all in one easy-to-learn, easy-to-use program!
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- Prior period adjustments, automatic or future journal entries, full-year transaction history, budgeting, and prior year comparisons with graphs
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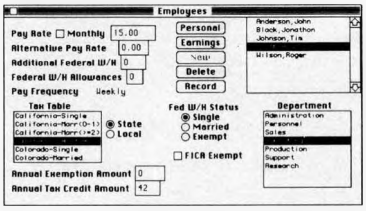

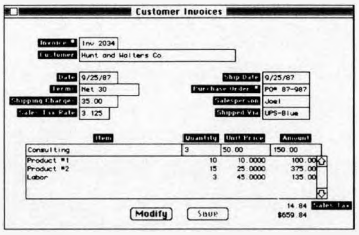

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- Prints paychecks, W-2's, mailing labels, employee earnings register, payroll verification report, check register, posting summary, and tax summary
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Demo: $15 Each or $25 Both
Credited toward purchase

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Fort Collins, Colorado 80522
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60 Day Money-Back Guarantee

Requires 512, 512E, Plus, SE, or II

See us at Booth #730 MacWorld Expo

Exhibitor Descriptions

Booth #

Legalware **301**
33 Yonge St., Ste. 1120
Toronto, Ontario
Canada M5E 1S9

Legal Desktop, an integrated work station for lawyers for document assembly, matter management, Calendar, E-mail and front office time and billing. Legalware will also show Document Modeler, its expert systems tool kit for document drafting systems.

Letraset U.S.A. **1814**
40 Eisenhower Dr.
Paramus, NJ 07653

Ready, Set, Go! 4.0 by Letraset is the newest version of the popular page design program that combines powerful grid-based layout features with advanced word processing capabilities. New features include arbitrary runaround, page sizes up to 99 x 99 inches, style sheets, visual tab ruler, new interface with grabber hand and diagonal line drawing tool, spelling dictionary increased to 100,000 words with suggest correct spelling feature, and many more. Letraset will also introduce image enhancement software named ImageStudio. ImageStudio offers the ability to creatively manipulate the gray level information of high resolution scanned images. In addition to re-touching and modifying images, ImageStudio offers design tools that create air brush, paint smearing and edge softening effects.

Lightgate **1844**
6300 Telegraph Ave.
Oakland, CA 94609

The first post mouse input device, Felix™, an optical pointing device plugs directly into the mouseport on your Macintosh 128, 512 and the Plus. Compatible with software developed for these computers. No training. No manual. No software. Programmed to vary cursor precision and speed in response to your movements. Maps one-to-one with the edges of the screen. Resolution: 300 points per inch.

Booth #

Logic eXtension Resources **627**
9651 Business Ctr. Dr., Ste. C
Rancho Cucamonga, CA 91730

Logic eXtension Resources will demonstrate a new Scoring Edition of LXR•TEST. LXR•TEST integrates graphics, word processing, and database functions for a total solution to item banking, test preparation, test administration, and remediation. The new "Scoring Edition" option extends LXR•TEST's capabilities with automatic scoring of answer forms, graphical display of test scores, maintenance of question statistics, and a direct interface to popular gradebook programs. LXR•TEST is compatible with mark sense reader hardware from Chatsworth Data and Scantron.

Logical Operations, Inc. **1720**
240 East Ave.
Rochester, NY 14604

Logical Operations provides a full range of training products and services for IBM PC and Macintosh software. Professional training materials and textbooks are available to support PC's and software in corporate business environments. Courses come with Student Manual, Trainers Guide and data diskette. Professional trainer training and ongoing support are also available. Current curriculum includes over 25 introductory and advanced courses. Logical Operations also provides on-site corporate training.

Please see our advertisement on page 21

Booth #

Lotus Development Corp. **2020**
161 First St.
Cambridge, MA 02142

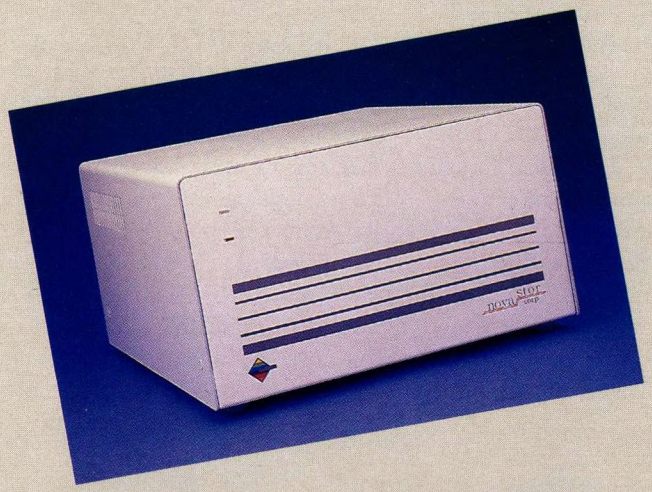
Modern Jazz delivers six dynamically linked applications in a powerful multi-function business software package. One software package which combines the essentials - the Modern Jazz spreadsheet, graphics, database, forms, word processing, and communications - without sacrificing power or ease of use. Plus, the unique Modern Jazz command language, which you can use to create custom applications and macros to take full advantage of the Macintosh's powerful functionality.

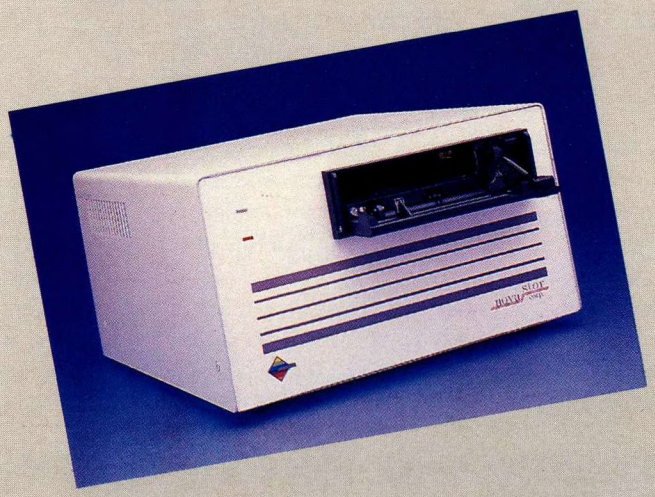
Lundeen & Associates **620**
P.O. Box 30038
Oakland, CA 94604

WorksPlus Command®, a complete macro package for Microsoft® Works. Command lets you extend and customize Works. You can record frequently used keystrokes and mouse clicks, then play them back with a single keystroke. Or you can write your own commands using the fully-integrated programming language. Works enhancements are built in: style rules, automatic generation of table of contents and indexes for word processing documents, automatic communications log-on, and much more. Also: WorksPlus Spell, an integrated spelling checker, glossary, and hyphenation program for Microsoft Works.

Lynn Products, Inc. **2409**
1978-A Del Amo Blvd.
Torrance, CA 90501

Take your Mac™ to the max.





NovaStor presents the best ways to get the most out of your Macintosh™—SE, PLUS, or II.

The MacStreamer,™ a 9 Track Tape System that provides users with a fast and reliable ½ inch tape storage capability for transferring between disk and tape. MacStreamer provides user friendly features such as pull down menus, hot keys and on line help screens, enabling quick and easy integration of ½ inch tape into your existing system. Now your Mac can talk to your mainframe.

NovaStor now offers external SCSI hard disk subsystems available in either a 145 Megabyte (average access time of 23 milliseconds) or 260 Megabyte (average access time of 25 milliseconds) formatted disk storage capacity. Both are packaged in an attractive Macintosh compatible enclosure with a footprint that allows for placement under the Macintosh system. The NovaStor hard disk subsystems are shipped fully formatted and ready to boot.

NovaStor also provides a Streaming Cartridge SCSI tape drive with a 150 Megabyte capacity, with an average tape transfer rate of 88 Kbytes per second. This tape drive may be purchased as a free-standing peripheral or incorporated into the NovaStor hard disk drives (as pictured).

All systems are shipped with system software and format, back-up and full operation software, as well as available public domain software.

Call NovaStor today to get more information on these and other products that will allow you to "Take Your Mac to the Max."

nova stor corp.

NovaStor Corporation ■ 31828 Village Center Road ■ Westlake Village, CA 91361 ■ Telephone: (818) 707-9900

Dataware *limited* ■ 55/69 Reading Road ■ Woodley Reading, Berkshire, England ■ Telephone: (0734)699688

INDEX DATAPRODUKTER AB ■ Linnegaten 16 216 12 Malmo, Sweden ■ Telephone: 040-16 37 20

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Exhibitor Descriptions

Booth #

M.A.C. (Modern Accessories for Computers) **100**
2156A University Ave.
Berkeley, CA 94704

M.A.C. is the "Macintosh Everything Computer Store" booth #100, 102, 104 and 106. We have the lowest price on everything that you will ever need for your Macintosh. Hundreds of products in stock! Come talk to our knowledgeable and friendly staff. Our mail-order and corporate sales department is at (800) BUY-A-MAC (U.S. and CA). Special discounts are available to corporations and government agencies. We ship domestically and internationally. Store location - 2156A University Avenue, Berkeley, CA.

Mac Buyer's Guide/ Redgate Comm. Corp. **935**
660 Beachland Blvd.
Vero Beach, FL 33296

MACazine **2340**
8008 Shoal Creek Blvd.
Austin, TX 78758

The MACazine, the Macintosh magazine that offers "Solutions for all of us" will be giving away free February issues at the booth. The MACazine is accurate, factual and unbiased, providing information that is written to assist business users and buyers to make intelligent decisions in the purchase of hardware and software for the Macintoshes. Editorial, and technical staff will be available at the booth to discuss your questions about the Mac.

MacBusiness Journal™ **2314**
P.O. Box 2140
Fall River, MA 02722

Free! A true journal, MacBusiness Journal™ provides reviews and applications from business users for business users. MacBusiness Journal™ covers the needs of the single office user, as well as the demands of a large corporation, by researching software, hardware, and techniques to increase the potential of the Macintosh™ in a business environment. The premiere issue of this expanding reference is free to all Macworld Expo attendees. Stop by the booth, meet the staff, and pick up your first copy of MacBusiness Journal™.

Please see our advertisement on page 63

MacCable™ **631**
101 Townsend St.
San Francisco, CA 94107

MacCable offers an intelligent selection of Printer, Modem, SCSI, AppleTalk®, and PhoneNET® cables in short, medium, and extended lengths to meet specific cabling requirements. We feature the MacCable PhoneNET Connector, a high performance cabling system that uses existing phone wire and jacks to expand AppleTalk networks over 3,000 feet. This comprehensive product line offers attractive color and icon coded packaging for easy identification and selection so there's no confusion when connecting new peripherals to your Mac.

MacGUIDE MAGAZINE **140**
818 17th St., Ste. 210
Denver, CO 80202

MacGuide Magazine gives you the power to buy the best. It's the only COMPLETE guide to Macintosh software and accessories. Averaging 400 to 500 pages per issue, MacGuide contains colorful feature stories plus reviews and listings of nearly 3,000 Macintosh products! Know what's available...what to buy...what to avoid. Updated every 90 days, this is the largest, most comprehensive collection of Macintosh products ever published. Stop by booth 140 for a special show offer.

MacMemory, Inc. **2352**
2480 N. First St.
San Jose, CA 95131-1002

MacNET™, Inc. **2430**
10101 Bubb Rd.
Cupertino, CA 95014

MacNET™ is the first online service specifically designed for the power of the Macintosh™, that offers E-Mail communications, financial information access and product support for Macintosh developers and users. For communications, the automated E-Mail system is complete with stationery and mail boxes, graphics and disk file transfer. Valuable Standard & Poors financial information is included. As product support tool, MacNET sets a new standard in searchable software and hardware specific bulletin boards and databases. MacNET offers intuitive use, low cost, high speed and convenient access to Macintosh developer information to increase user productivity.

MacOrchard **2302**
1502-A Walnut St.
Berkeley, CA 94709

MacOrchard is a Berkeley based retailer and mail order house for software, hardware, and accessories for the Apple Macintosh line of computers. As a "MacOnly" store, MacOrchard has an extensive catalog of both the common and the uncommon Mac product. We will have 100's of Mac products on hand at the Macworld Expo for sale at special low

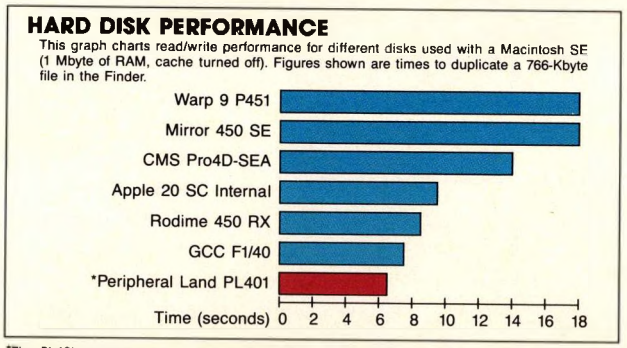
Peripheral Land's Turbo Drives are the world's *fastest* for the Macintosh . . . but don't take our word for it.

Lots of manufacturers claim outstanding speed. But can you believe them? Testing independently, three leading Macintosh magazines found out that none are faster than Peripheral Land's. You can trust *them:*

MACWORLD: "The Peripheral Land Drive is the hot rod of the group, a good choice if you need top performance right away."

MacUser: "Peripheral Land's hard disk drives are ranked #1 in speed, reliability, storage capacities and aesthetics."

MacWEEK produced this chart demonstrating how Peripheral Land beat out every other manufacturer:



*The PL40i has been replaced by the PL50i since publication. The new drive is even faster!

PLI'S EXTERNAL HARD DISKS — our PL 30, 50, 100, 172 and 230 Turbo Drive Systems — provide a combination of speed, reliability, software and value that has earned them the top spot among SCSI hard drives.

Access time for PLI's external drives is as fast as 18 milliseconds. But our Turbo Software (featuring a disk technology called 1:1 Interleave) makes them even faster — three times as fast as some competitive drives that cost more.

PLI'S INTERNAL HARD DISKS are 30% faster than Apple's own internal drives, and up to 300% faster than other manufacturers'. These 30, 50 and 65 MB drives are carried inside the Mac SE or Mac II, saving valuable desk space and providing instant portability. We also include an external enclosure to house the SE's second floppy drive that is replaced by the hard disk. Another Peripheral Land exclusive!

With every Peripheral Land drive you get these new software programs absolutely free:

- **LaserSpeed**™— from Think Technologies. A new laser printer spooler with built-in cue management (a $99 value).
- **Back Print**™— a new Imagewriter spooler from Cortland Computer (a $59 value).

PLI's Turbo Software also gives you more utilities than any other hard drive: Partitioning with password protection, HFS/MFS support, DA volume mounter, file locator, and a powerful backup utility. They all serve to make your Mac run faster, easier and more effectively.

And the reliability of the units is also unbeatable: Every one of PLI's hard drives is completely tested and burned-in before shipping and carries a full one-year warranty.

Aren't Peripheral Land hard disks your best buy anywhere? We think it's obvious, but don't take our word for it. Ask your dealer. The best ones know us well. They are also familiar with our Infinity™disk drives and our tape backup.

If your dealer doesn't have Peripheral Land products, he'll be glad to call us for you.

You *can* take our word for that.

PERIPHERAL LAND, INC.
47800 Westinghouse Drive
Fremont, CA 94538
(415) 657-2211 TELEX 650305-1733MCI

Circle 107 on reader's service card

Booth #

show prices. We will also have demonstrations of many popular software packages. Come by and visit us at booth #202!!

MacPeak Systems **610**
108 Wild Basin Rd.
Austin, TX 78746

MacPeak Systems, a supplier of peripherals for the Macintosh line of computers, will be showing their full line of products. These products include the new Orion 25, a 25MHZ accelerator board for the Mac SE, the original Orion, a 16MHZ version and other hardware products.

MacProducts USA **842/1820**
9709 Brown Ln., Ste. E
Austin, TX 78754

MacroMind, Inc. **644**
1028 W. Wolfram St.
Chicago, IL 60657

Macropac International **1841**
19855 Stevens Creek Blvd.
Cupertino, CA 95014

"101 Macros for Excel" is a collection of 101 all-purpose, prewritten, ready-to-run macros on disks designed to access Excel's most powerful functions and eliminate mundane and repetitive keystrokes and mousestrokes. This program is packed with features including macros to automatically double space and print a worksheet, set up data bases with one command, create slide show presentations, add menu-driven financial functions, automatically overlay and clean up all worksheets on the screen, recalculate worksheets by range, plus 95 more shortcuts, utilities and keystroke savers to eliminate frustration and speed up work with Excel. Includes complete User's Manual with macro tutorial.

Booth #

MacTutor **1022**
1240 Van Buren #105
Anaheim, CA 92807

MacUser **814**
110 Marsh Dr., Ste. 250
Foster City, CA 94404

MacUser, the Macintosh Resource delivers hands on power user tips and techniques, in-depth coverage about business, education, and professional applications. Every monthly issue features over 275 product reviews. Stop by our booth and pick up your free issue!

MacWEEK **1926**
525 Brannan St.
San Francisco, CA 94107

MacWEEK, the Workstation Newsweekly, is the first publication for corporate and other volume users of Apple Macintosh computers and other graphics workstations. MacWEEK features late-breaking product news, reviews, how-to's, features and opinion columns of specific interest to those interested in making the most of their investment in Macintosh computers. Regular features cover desktop publishing, graphics, artificial intelligence, CAD CAM applications, word processing, networking, mass storage, spreadsheets, spoolers, accelerator boards and more.

MAGIC SOFTWARE, INC. **629**
1706 Galvin Rd.
Bellevue, NE 68005

AutoSave DA is a Macintosh Desk Accessory that automatically saves the current file to disk from any application.

Booth #

Time interval is set by the user at any increment from one to ninety nine minutes. AutoSave DA means no more lost data - ever! AutoSave is compatible with virtually all Macintosh Software. It is compatible with all versions of the System and Finder, including MultiFinder. Works with both floppy and hard disks. Works with all versions of Macintosh. Site Licensing available.

Mainstay **1319**
5311-B Derry Ave.
Agoura Hills, CA 91301

Mainstay will feature several new and exciting products which offer major productivity improvement: Think'n Time, a next generation visual organization tool, MacSchedule, a fast schedule drawing application, and MacFlow v2.0, a powerful upgrade for fast, clear flowcharts with user-defined custom symbols. In addition, the highly acclaimed V.I.P. visual programming family with new managers, translators and tutorial books will be presented.

Please see our advertisement on page 106

Mansfield Systems, Inc. **2126**
550 Hamilton Ave., Ste. 150
Palo Alto, CA 94301

TechScriber is the perfect tool for integrated TECHNICAL Desktop Publishing. It combines: * Publication Formatting * Full-Page Layout * Graphics * Full Power Word Processor * Diagram Construction * Table Construction * Math Expression Construction in one completeley WYSIWIG Macintosh application. TechScriber runs on Macintosh Plus, Macintosh SE and Macintosh II.

Exhibitor Descriptions

Booth #

Manx Software Systems **1313**
One Industrial Way
Eatontown, NJ 07724

Aztec C68k translates programs written in C into executable code. Features include: Optimized C with 68010, 68020, and 68881 support; inline assembly; full MPW support; source level debugger; large code and large data; profiler; complete Macintosh tool box support, including Inside Macintosh Volume 5; precompiled headers; generates any size segments (no 32K limit); UNIX and Macintosh libraries; UNIX utilities make, diff, grep, vi editor, TMON, MACSBUG, and MACNOSY support, enums, bit fields, 32-character external symbol names; IEEE, 68881, and SANE floating point.

Mass Microsystems **1248**
3250 Jay St.
Santa Clara, CA 95054

MECA Ventures, Inc. **031**
355 Riverside Ave.
Westport, CT 06880

MECA Ventures, a highly innovative manufacturer specializing in personal financial software for home and business, will be exhibiting its newest product — Andrew Tobias' Managing Your Money for the Macintosh (available in late January). Managing Your Money has been the number one best selling personal financial software for both IBM and Apple.

Booth #

MegaGraphics, Inc. **924**
20954 Osborne St.
Canoga Park, CA 91304

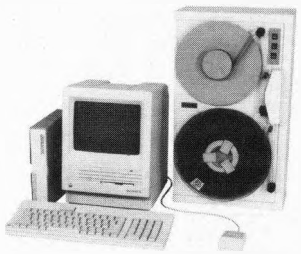
MegaScreen Video Systems offer graphic enhancements for the entire line of Macintosh computers. New products in the line include multi-level grey scale and full color monitors at very high resolution; video input capabilities with Genlock compatibility and new full and dual-page displays with special ergonomic considerations. MegaTalk Plus, a dual-mode electronic mail software package, will also be shown. The software features immediate and server-based communications capabilities.

Meta Software Corp. **2215**
150 CambridgePark Dr.
Cambridge, MA 02140

The Design family of graphics tools for desktop engineering, computer-aided software design, automated factory design. Design the drawing tool, a hierarchical diagramming tool for visualizing complex systems, speeds creation of models, diagrams, flow charts, system designs, information networks, organizational charts, presentation graphics. Features: Connected objects stay connected, hypertext links, custom object palette, PICT format. Design/IDEF automates development of systems requirements by large computer integrated manufacturers and Air Force contractors. Features: high performance graphics, interactive data dictionary for centralized storage, data capture facility for report generation.

Please see our advertisement on page 11

9-Track Tape Subsystem
for the Macintosh™



Bridge the Macintosh Communications Gap with:

- *Mainframes*
- *Minicomputers*
- *Microcomputers*
- *Networks*

Qualstar's proven ½ inch 9-track MINISTREAMER™ tape subsystem brings full ANSI data interchange to the Macintosh via your SCSI interface port. Now you can exchange data files with virtually any other computer using industry standard 1600 BPI (bits per inch) tape.

9-Track tape, a mainframe standard, is the *most reliable backup medium* available. 3200 BPI is also provided with this system for high-capacity backup of your rigid disk. The MINISTREAMER tape subsystem includes a tape drive, software, cables, and complete documentation.

Our exclusive QUTAPE software is supplied on a standard 3½ inch diskette and includes ASCII/EBCDIC data conversion, data transfer, blocking/deblocking, screen dump and disk backup utilities.

Qualstar is the market leader in desk-top 9-track tape subsystems. We can provide data interchange solutions for most popular microcomputers including the IBM PC, MicroVAX, SCSI, and VME bus systems.

Discover the many advantages 9-track tape has over other Micro/Mainframe links.

Call us today! **See Us At Booth #128**

QUALSTAR®

9621 Irondale Avenue,
Chatsworth, California 91311
Telephone: (818) 882-5822

Macintosh is a trademark of Apple Computer, Inc.
MicroVAX is a trademark of Digital Equipment Corp.

Exhibitor Descriptions

Booth #

Micah Storage Systems **718**
40 Fisher Ave.
Tuckahoe NY 10708

Micro CAD/CAM, Inc./
Compu-Arch, Inc. **2348**
5900 Sepulveda Blvd. #340
Van Nuys, CA 91411

MGMStation is a full-featured, high-precision CAD system which operates on the entire Macintosh family of computers. MGMStation delivers all the basic functions plus a host of advanced features that make even the most complex tasks faster and easier to perform. There are over 200 clearly defined functions including unlimited zooming, auto-dimensioning, multiple layering, fillets, tangents, offsets and splines. MGMStation supports a wide range of output devices including plotters, laser and dot-matrix printers.

Micro Dynamics, Ltd. **1736**
8555 16th St., Ste. 802
Silver Spring, MD 20910

Micro Dynamics MARS (Multi-user Archival and Retrieval System) is an integrated electronic document management system that allows a network of users to permanently store and quickly retrieve vast quantities of scanned paper and/or computer-generated documents using Macintosh computers, digital scanners, and WORM (write-once, read-many) optical disks. This cost effective system features a modular software design incorporating state-of-the-art technologies, fast retrieval, security, and easy customization.

Please see our advertisement on page 29

Booth #

Micro Planning International **1024**
235 Montgomery St., Ste. 840
San Francisco, CA 94104

MICRO PLANNER Plus is a project management package which helps managers complete projects on time and on budget. It uses critical path analysis (PERT) and resource scheduling and optimization techniques to show a manager when a project can be completed and pinpoint problem areas such as resource overloads. Progress and Exception Management Reports (PERT and GANTT) are provided, all made easy with state of the art graphics. The suggested Retail Price is $495.00. Come see a sneak preview of the Professional version.

Micron Technology **033**
2805 East Columbia Rd.
Boise, ID 83706

Micron Technology introduces its new Memory upgrade for the Macintosh II, Plus and SE. Additional memory products will be available soon.

Microsoft Corp. **402**
16011 N.E. 36th Way, Box 97017
Redmond, WA 98073

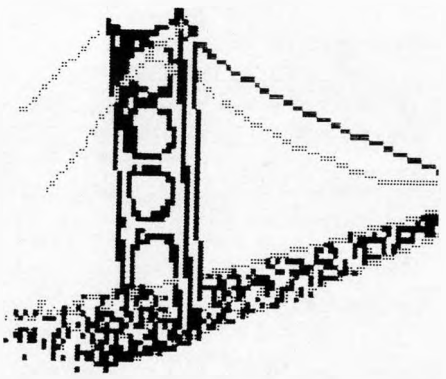
Microsoft Word - high-end word processing program featuring style sheets, glossaries, dictionaries, ability to install unlimited number of fonts, & connectivity & file sharing capabilities. Microsoft PowerPoint - desktop presentation application allowing individuals to create their own overhead transparancies & 35mm slides. Microsoft Write - streamlined subset of Microsoft Word. Microsoft Mail - electronic mail program. Microsoft languages - featuring Microsoft QuickBASIC. Microsoft Works - integrated package for the general business user. Microsoft Excel - powerful spreadsheet which supports AppleShare network.

MicroStore, Inc. **530**
Rte. 3, Box 168
St. Peter, MN 56082

Microtech Peripherals, Inc. **930**
29 Business Park Dr.
Branford, CT 06405

Microtech, the first to introduce an 800K floppy disk drive for the Macintosh, will be back again with the Micro Mac 800, as well as their top-selling Nova series hard disks built for speed and performance with an unbeatable price tag. And, don't miss the Micro Mac Internal hard disk series for the Mac SE with the unique 'Micro Lock' feature. In addition to their exisiting line of Superstars, Microtech will be introducing an exciting new line-up.

Please see our advertisement on page 121



Exhibitor Descriptions

Booth #

Microtek Lab, Inc. **2449**
16901 S.Western Ave.
Gardena, CA 90247

Microtek Lab., Inc. is the leading manufacturer of desktop image and text scanners. The MSF-300G grayscale scanner, MS-300A, MSF-300C, and MS-300C scanners will be demonstrated. Photos, line drawings, logos, and text can be scanned into most popular desktop publishing programs.

Microtek, Inc. **234**
1000 E. State Pkwy., Unit 1
Schaumburg, IL 60173

Please see our advertisement on page 114

MicroTouch Systems, Inc. **2342**
10 State St.
Woburn, MA 01801

Announcing touch screen input for the Macintosh! MicroTouch will exhibit totally mouse-compatible touch screens for all Macintosh models including the Mac II. With the MicroTouch driver, all existing Macintosh software can be used with these all-glass, high resolution capacitive touch screens. The controller averages the entire finger contact area to one of 1024 touch points in each axis to give mouse-like resolution to the finger. Complete Mac II touch monitors available; kits available for other Macs (installed by user or MicroTouch).

Booth #

Migent, Inc. **224**
865 N. Tahoe Blvd.
Incline Village, NV 89450

Come by the Migent booth and see Migent Impact, the first desktop publisher to combine advanced word processing, graphics and multiple-page composition in one easy-to-use program. While you're there, take a look at the new, enhanced version of Migent's small business accounting package, In-House Accountant. (And its HyperCard-based demo!) You'll also want to look at the Migent Pocket Modem, a 9-oz, 100% Hayes-compatible, battery-operated, 1200 bps miniature modem that comes as a complete communications package designed specifically for Macintosh.

Please see our advertisements on pages 47, 119

Miles Computing, Inc. **M1**
7741 Alabama Ave., #2
Canoga Park, CA 91304

Miles Computing continues to provide high-quality graphic software with its Mac the Knife™ volumes of clip art and fonts, as well as some of the finest entertainment software available. Their Harrier Strike Mission II™ is a realistic 3-dimensional flight simulator with an incredible variety of combat action, sophisticated weaponry, and six unique scenarios. The Fool's Errand™ is a fantasy puzzle that has taken the game world by storm—don't miss this opportunity to experience a truly phenomenal demonstration of one of the best games of the year.

Please see our advertisement on page 45

A Desktop Publishing Design Consultant... inside your computer.

The DTP Advisor™, a HyperCard™ application, is a new concept in software. It is written by design and communications professionals especially for people who want to do better desktop publishing.

- Increase the effectiveness of newsletters, brochures, ads, presentations, etc.
- Learn more about design, typography, art production and printing.
- Better manage production schedules and costs.
- Get the most from printers and other outside suppliers.
- Access a 200 word glossary.

Regardless of your level of experience, you'll find what you want in The DTP Advisor.

See a demonstration, talk with the authors and pick up your copy at a reduced show price.

Booth 013 - Eastern wall

The DTP Advisor
by HyperSoft
P.O. Box 566
San Francisco, CA 94101
415-431-2466

Dealer inquiries are invited.

Exhibitor Descriptions

Booth #

Mindscape, Inc. **1318**
3444 Dundee Rd.
Northbrook, IL 60062

Entertainment and Desktop Publishing software for the Macintosh. Featuring: Trust and Betrayal: The Legacy of Siboot by Chris Crawford, creator of the award-winning Balance of Power. Also featuring Shadowgate a graphic adventure, GraphicWorks 1.1, a desktop publishing tool that fully integrates professional graphics, text, and page layout.

Please see our advertisement on page 116

Mirror Technologies **127**
2209 Phelps Rd., Box 304
Hugo, MN 55038

MIRROR TECHNOLOGIES will introduce the Tape 40 II, the fastest 40 meg tape backup available, and the half-height 172/40 meg hard drive/tape backup combination. Mirror will also demonstrate its PROSTATION, the largest storage and backup device available for use with the Macintosh line. In addition, Mirror will display its entire line of Macintosh products, including the internal 80 for the Macintosh SE and its ModemShare software.

MONITERM **2038**
5740 Green Circle Dr.
Minnetonka, MN 55343

Moniterm is showing its "publishing resolution" Viking 1 and Viking 10 19" high resolution large screen monitors. The Viking 1 is a monochrome monitor, 1280 x 960, 66Hz non-interlaced. The Viking 10 is a color monitor, 1024 x 768, 60Hz non-interlaced. Both the Viking 1 and Viking 10 are plug-compatible with the Macintosh SE, Macintosh II, and PC/XT/AT family or compatibles. Applications include Desktop Publishing, graphic design, CAD/CAM/CAE, and financial management. Also shown for the first time is the 24" monitor for the Mac II and Mac SE.

Please see our advertisement on page 2

Monogram Software, Inc. **1018**
367 Van Ness Way
Torrance, CA 90501

Motorola, Inc. **2220**
3102 N. 56th St.
Phoenix, AZ 85018-6606

The Motorola display features the 68000 Family of MPUs which are used in the entire Mac line. The MC68020 (oh twenty) currently leads the world markets for 32-bit MPUs and is spotlighted in the new Mac II. In addition to the oh twenty, other 68000 Family members used in the Mac II are the 68851 Paged Memory Management Unit and the 68881 Floating Point Co-processor. The next generation 32-bit MPU, the oh thirty, will also be on hand to provide a look at the future of chip technology.

Nantucket Corp. **2307**
12555 W. Jefferson Blvd., #300
Los Angeles, CA 90066-7036

Nashoba Systems, Inc. **1940**
1157 Triton Dr., Ste. A
Foster City, CA 94404

Now, the winner of MacUser's Editors' Choice Award and Macworld's World Class readers survey is the top selling database manager for the Macintosh and for good reasons. FileMaker Plus is the first product to combine flexible and powerful database management with professional forms capability. FileMaker Plus makes handling forms straightforward because it's designed for business people. You can quickly create any form you want. FileMaker Plus also lets you find, organize, and analyze all the information vital to running your business. For more information and a demonstration, visit booth #1940.

Please see our advertisement on page 101

National Association of Desktop Publishing **1216**
P.O. Box 508 Kenmore Station
Boston, MA 02215

The National Association is an independent, non-profit trade association of desktop publishing professionals. The Association is dedicated to fostering growth in the desktop publishing industry. Toward these ends, NADTP provides a variety of services which assist professionals in the development of their desktop publishing skills and provides an open forum for user feedback to manufacturers, developers and vendors.

MACsimum Storage!

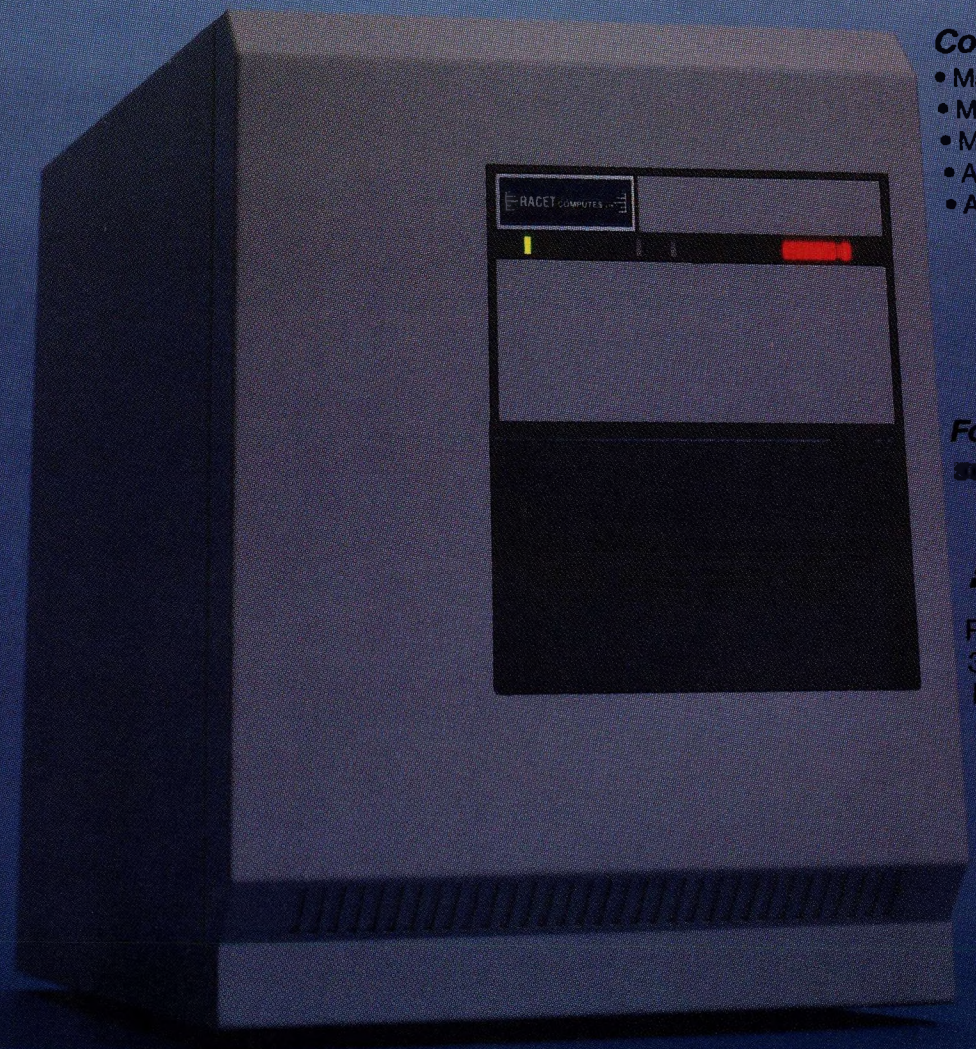
RACET computes, Ltd.,
mass storage subsystem providers to the PC marketplace since the 1970's,
now supports the Apple MACINTOSH world.

Capable

- Fastest system throughput
- Enclosure capacities up to 1 Gigabyte
- System capacities up to 14 Gigabytes
- 150 MB Tape streamer standard
- 512K RAM cache standard

Convenient

- Desktop footprint
- SCSI interface plug and play simplicity
- Complete utility software
- Automount multiple volumes on bootup
- Hard drives are easily re-addressed (SCSI ID's)



Compatible

- Mac Plus and 512E
- Mac SE
- Mac II
- Appleshare
- AUX (Apple UNIX)

For information on our PCMS™ subsystems, call

RACET

RACET computes, Ltd.
3150 East Birch Street
Brea, CA 92621
(714) 579-1725

TLX 701160 (RACET UD)
FAX (714) 579-3183
Apple Link D0411

Exhibitor Descriptions

Booth #

National Instruments **1803**
12109 Technology Blvd.
Austin, TX 78727

LabVIEW: A scientific and engineering software system for data acquisition and instrument control on the Macintosh. NB Series Boards: Data acquisition and instrument control boards for the Macintosh II that provide functions such as analog-to-digital and digital-to-analog conversion, digital input and output, timing input and output, and direct memory access (DMA) capability. LabVIEW and the NB series boards provide a high performance, low cost method for developing data acquisition and control applications on the Macintosh II computer.

National Semiconductor Corp. **1344**
2900 Semiconductor Dr., MS 7315
Santa Clara, CA 95051

National Semiconductor will be exhibiting NS8/16 memory modules having up to 16 megabytes of Nubus expansion memory taking only one slot, and NSIM, 1 megabyte main memory modules. NS8/16 is compatible with A/UX and by installing the RAMdisk software included with the NS8/16, a user can run unmodified Mac II applications. NS8/16 uses 100 ns, 1 megabit DRAMs. NSIM, 1 megabyte main memory modules use 120 ns, 1 megabit DRAMs. Five-year warranty is provided.

Please see our advertisement on page 98

Network Specialties **032**
296 Elizabeth St.
New York, NY 10012

Booth #

New Image Technology, Inc. **1813**
10300 Greenbelt Rd.
Seabrook, MD 20706

New Image Technology, Inc. ups the ante in the page scanner race with its revolutionary new 8-bit grayscale technology. Offered in both sheetfed and flatbed versions, these 256 graylevel scanners have to be seen to be believed. We will also introduce a real-time video digitizer, which can capture video images from any composite video source. In addition, see our new V-Screen high resolution display monitors for the Macintosh SE computer.

Nine to Five Software **003**
P.O.B. 915
Greenwood, IN 46142

HyperCard is a great program, but its printing capabilities are extremely limited. The solution is REPORTS! REPORTS! makes it simple to do row and column reports, free-form reports, invoices, checks, and form letters. With REPORTS! you can specify exactly the cards you want printed, sort on multiple fields, create calculated fields for printing, print totals, sub-totals, and averages using multiple fonts, sizes, and styles. If you intend to use HyperCard, REPORTS! is not optional!

Please see our advertisement on page 127

Booth #

Nolo Press **528**
950 Parker St.
Berkeley, CA 94710

Nolo Press/Legisoft present WILLMAKER (formerly WILLWRITER), the program that allows you to make and update your will in your own home at a reasonable cost. The accompanying manual explains the basics of writing a will and contains an overview of probate avoidance and tax planning techniques. WILLMAKER has received rave reviews (as WILLWRITER) in MACWORLD, MACUSER, MACAZINE, INFOWORLD, FAMILY COMPUTING, BYTE and hundreds of other periodicals. Nolo Press, the nation's leading publisher of self-help legal books and software, will also display their books at the show.

North Edge Software Corp. **203**
239 Western Ave.
Essex, MA 01929

TIMESLIPS III FOR THE MACINTOSH. TIMESLIPS III is a time and expense tracking and professional billing system for up to 2,000 clients and 250 employees. It automatically tracks projects and expenses with a software stopwatch. And calculates the total fee. TIMESLIPS III works as a desk-accessory, and can be called up whenever you need it. Over 5,000 bill formats satisfy your customers and you. Also, transaction reports, client history, aged receivables and management reports. Plus tables, bar graphs, and pie-charts. Intelligently organized so you don't have to be.

Please see our advertisement on Cover III.

Your Reasons for Buying Radius Have Just Doubled.

Radius Two Page Display and Tear-off Menus

SEE US AT BOOTH #936

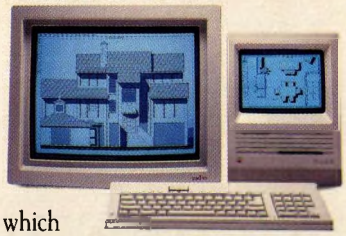
From the makers of the Radius Full Page Display™ comes the Radius Two Page Display.™

The Two Page Display for the Macintosh SE is just what you'd expect from Radius: innovative technology that is totally Macintosh in look, feel and spirit.

When you first turn on the Two Page Display (TPD), you are in a sea of open white space. An almost infinite canvas for your imagination.

Desktop Publishers can work across two 8½" x 11" facing pages.

Engineers, architects and designers can create full-scale B-size drawings.



The 19" high-resolution monochrome screen yields an impressive 1152 x 864 pixels with a consistently stable image which shows flicker-free, paper-like pages.

The refresh rate is so fast that eye strain and fatigue are virtually non-existent. Graphics are crisp and clear. Text is clean and inviting to read.

But the Two Page Display offers you a lot more than just a great view. With a Radius TPD, you can position menus anywhere on your screen. Or, on either screen. Tear-off Menus offer you flexibility Macintosh style.

Just scroll down to the side of any open menu, continue to hold down the mouse button, and drag the entire menu to any position you like. Which means menus become windows unto themselves. And big timesavers when doing detailed graphic work.

To remove a Tear-off Menu from the screen, treat it like the window it is. Just click the close box.

While you're looking at the Radius TPD, take a glance at the Radius Accelerator.™

The Accelerator quadruples the speed of all your Macintosh applications. And, you're assured of total compatibility between your Radius Accelerator, Radius Display and your Macintosh. They're made for each other. By some very special people.

Every Radius product is designed by key members of the original Macintosh team. Hence the painstaking detail to both Macintosh electronics and Macintosh aesthetics.

After all, we have a very special heritage to live up to.

Which is why Radius is rapidly earning acceptance as the industry standard.

And that's just one more reason why you should visit your Authorized Radius dealer.

Today.

radius™

For the name of the Radius dealer nearest you call 1-408-434-1010.

© 1987 Radius, Inc. Radius, Radius Full Page Display, Radius Two Page Display and Radius Accelerator are trademarks of Radius, Inc. Macintosh is a trademark of Apple Computer, Inc.
Screen art courtesy of Cycle Composites, Inc. and Innovative Data Design.

Exhibitor Descriptions

Booth #

Northern Telecom
Memory Systems Division **2144**
100 Phoenix Dr.
Ann Arbor, MI 48104

Northern Telecom will be displaying storage and communications capabilities for Macintosh networks. Featured is the Memorybank™761, a 761MB hard disk/ 75MB backup tape subsystem with exceptional performance and reliability. Memorybanks, also available in 261MB and 485MB models, include full-functioned software for disk and tape management. Also featured is the Meridian LANSTAR™ AppleTalk, a high speed (2.5Mbps) Macintosh II LAN. LANSTAR AppleTalk can provide over 1300 users with full network services at incredible speeds using standard phone wiring.

Please see Northern Telecom/ Arborworks' advertisement on page 42

Novastor Corp. **210**
31828 Village Center Rd.
Westlake Village, CA 91361

Novastor is presenting a comprehensive line of SCSI storage and backup peripherals for the Macintosh environment. MacStreamer - 10 1/2" reel to reel Tape subsystem. NSM146 - 145 MByte formatted Winchester with 23ms average access time. NSM270 - 270 MByte formatted Winchester with 28ms average access time. NST125 - Cartridge Streaming Tape backup with 125MByte capacity. All products are shipped with Software necessary to perform all formatting and backup operations.

Please see our advertisement on page 71

Booth #

NuDATA, Inc. **514**
3206 Scott Blvd.
Santa Clara, CA 95054

NuDATA offers an innovative line of mass memory products for the entire Macintosh SCSI family. Ranging from 20MB to 1.45 GB, NuDATA offers the highest quality hard disk, tape backup, and removable media subsystems available. NuDATA's Giga Tower incorporates a Mac II into a powerful work station or high speed file server. All NuDATA subsystems come bundled with our full complement of memory management software, including Omni Backup which allows file by file and incremental backups.

Nuvotech, Inc. **130**
2015 Bridgeway, Ste. 204
Sausalito, CA 94965

Nuvotech will show its EasyNet line of AppleTalk connectors that utilize standard telephone wire and can run a length of 5,000 feet. Nuvotech will also display its EasyView monitor line, including a 14" display for the MacPlus and the Mac SE. We will also show the EasyView 14" color display for the Mac II.

nVIEW Corp. **028**
11835 Canon Blvd., Ste. B-107
Newport News, VA 23606

MacViewFrame, the first low-cost portable LCD computer projection display for the Macintosh 512, Plus, II, and SE computers. MacViewFrame has a 640 x 400 enhanced resolution, and interfaced through an easily installed adapter kit, provided with the MacViewFrame. MacViewFrame's advanced optical design and internal cooling fan allow for extended use during training and formal presentations. The Complete MacViewFrame presentation solution is $1,695.00.

Booth #

Odesta Corp. **1406**
4084 Commercial Ave.
Northbrook, IL 60062

You'll see on Odesta's big screen Double Helix II, the new concept in data management systems. Using unique visual tools, Double Helix II enables any Macintosh owner to rapidly develop a professional system to run his business. You'll see the Helix MultiUser System for networked applications and Helix VMX for Macintosh and VAX computers. Also featured are Data Desk II, a visual data analysis program, and GeoQuery, an interactive map access tool for geographic analysis.

Office Talk **123**
345 Montgomery Ave.
Bala Cynwyd, PA 19004

Exhibitor Descriptions

Booth #

Olduvai Software, Inc. **1921**
7520 Red Rd., Ste. A
South Miami, FL 33143

We will be demonstrating the Read-It! Optical Character Recognition software for scanners, Fax modems and Thunderscanners. New and improved versions of our popular Icon-It!, DA-Switcher and Post-ART will be available. We will also introduce FontShare, a font sharing application for networks. The LaserAccelerator, a 68020 LaserWriter accelerator and memory expansion board will be demonstrated. Bring a blank disk to our booth and get a free copy of the Olduvai Sampler disk.

Omnicrom Systems **134**
40 Nickerson Rd.
Ashland, MA 01721

Omnicrom Color Transfer System enables untrained office staff to convert dry toner photocopies and laser prints into permanent brilliant color. The process requires only a few seconds and does not use inks, chemicals, or dies. There are a range of 60 colors in matt, metallic, and premium gloss. The Omnicrom 2000 can also be utilized as a laminating machine which encapsulates and protects valuable documents. In addition, the system will bind up to 40 pages allowing the user to put together a professional presentation. Along with Omnicrom 2000 Omnicrom Systems offers a wide variety of materials such as Safmate (self-adhesive matt film) and many other materials for use in conjunction with the Omnicrom 2000.

Booth #

OPEN MAC Enterprises **2439**
140 Mason Circle, Ste. H
Concord, CA 94520

OPEN MAC Enterprises is a manufacturer and direct seller of Macintosh expansion and peripheral products including: Memory, Mass Storage, and Video Adapter products. Products to see at the Macworld Expo are: RamPlus memory for the Macintosh Plus; Ram II memory for the Macintosh Plus, SE, and II; NTSC Adapter for the Macintosh II, and the OME line of internal and external hard disk drives for the Macintosh Plus, SE, II, and 512K enhanced.

Please see our advertisement on page 109

Booth #

Orange Micro, Inc. **2032**
1400 N. Lakeview Ave.
Anaheim, CA 92807

Orange Micro will exhibit its line of printer interfaces for the Macintosh Plus, SE and II. The new Grappler LQ ($129) supports both laser printers and 24 pin dot matrix printers by using Apple's ImageWriter LQ driver. No new printer drivers are needed. With the Grappler, and Epson LQ, Toshiba, NEC and other 24 pin printers will perform like Apple's own. With the Grappler's laser spooling software, HP compatible lasers will print with higher density than the ImageWriter LQ. The Grappler C/Mac/GS ($99) will support most popular 9 pin printers, using Apple's ImageWriter II driver. Again, no drivers are required.

Exhibitor Descriptions

Booth #

Orchid Technology **2301**
45365 Northport Loop W.
Fremont, CA 94538

Orchid Technology, headquartered in Fremont, California, has been a leading developer and manufacturer of add-on enhancements for the PC industry. Orchid will be introducing its first line of Macintosh add-on enhancement card products.

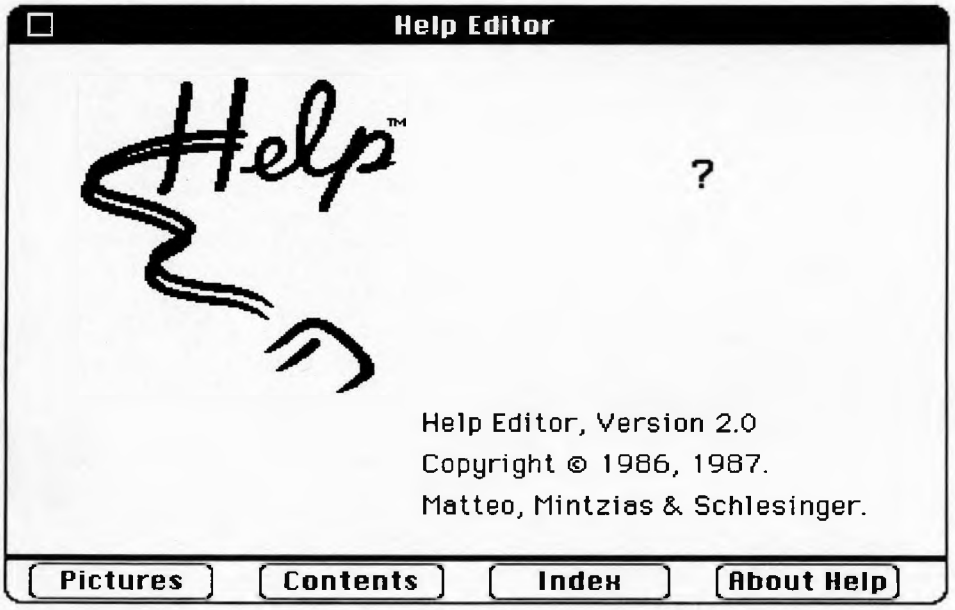
Booth #

Pacer Software, Inc. **019**
7911 Herschel Ave., Ste. 402
La Jolla, CA 92037

Pacer will be exhibiting several software products designed to integrate the Macintosh into the VAX and UNIX environments. pcLINK, Pacer's core communication product, provides terminal emulation, file transfer, virtual disk, and remote printing capabilities. Communication may be via serial terminal line, Ethernet, AppleTalk, or remote modem. The recently announced PacerShare product enables a VAX system to transparently function as an AppleShare compatible server for a Macintosh network.

Desktop Help™ Booth 1845

"If a computer can, literally, fly you to the moon, it should be able to tell how to operate itself."



Macintosh™ users have grown accustomed to the consistent user interface. Desktop Help™ provides consistency for the on-line documentation.

Developer: Document your program features and write the basic tutorials.

Trainer: Customize the basic tutorial using your customer's examples.

MIS Manager: Place your standard procedure instructions on-line.

Publisher: Put your "How to..." book on the screen, where the action is.

Desktop Help is like a good reference book: it has a Table of Contents and an Alphabetic Index. It gives context sensitive help and complete explanations for alert messages. It has a scrapbook for browsing and help for the menus. If you want more, tell us about it. If its good, you'll get it!

Help Software, Inc.
10569A Maplewood Rd.
Cupertino, CA 95014
Tel: 408 257 3815

Macintosh is a trademark of Apple Computer, Inc. Desktop Help is a trademark of Help Software, Inc.

Booth #

Palantir **1002**
12777 Jones Rd., Ste. 100
Houston, TX 77070

InTalk (Macintosh), is a telecommunications program file transfer and terminal emulation program. InTalk supports YTERM, CrossTalk, XMODEM, MacBinary, InTalk, and Connect Protocals. It emulates adds Viewpaint, Beehive, DMSA, IBM 3101, Televideo 925, VT-100, VT-52, and Vidtex. It also features a powerful script language and supports high speed modems. MacType, is a typing instruction program for both QWERTY and Dvorak keyboards. MathFlash teaches four function math with flashcard drill method. WordPlay is a crossword puzzle program that you can play and create.

Palomar Software, Inc. **438**
P.O. Box 2635
Vista, CA 92083

An independent developer of Macintosh system software, Palomar will show its latest products at Macworld Expo. Come see why Mac II owners have been raving about Colorizer, a package of color utilities for the Macintosh II. Also see PICT Detective, a QuickDraw picture analysis program for developers and DTP experts. Palomar will also demonstrate an intelligent Macintosh II communications board which supports serial, modem and AppleTalk I/O under both the Macintosh OS and A/UX.

Even at 15,000* pages a minute, nothing can escape the phenomenol searching capabilities of the SONAR™ Text Retrieval System.

SONAR™ Text Retrieval System

- ◊ **Search the contents of one document, or thousands at a time, for a particular word or phrase.**
- ◊ **Works with popular word processor text files: Word™, MacWrite™, WriteNow™, MORE™, Trapeze®, and text only.**
- ◊ **Excerpts and notes can be appended to the clipboard.**
- ◊ **An annotated listing of all paragraphs selected by a search can be printed or saved to disk.**

* on a Macintosh™ II. Timings may vary depending on size of documents and type of computer.

- ◊ **Powerful indexing capabilities.**
- ◊ **Supports boolean, proximity, and wildcard searching: ('J* Doe' AND 'Mary Smith') ('John' within 5 words of 'Doe').**
- ◊ **Analysis capabilities can find relationships between people, places, and things.**

Virginia Systems Software Services, Inc.

5509 West Bay Ct.
Midlothian, VA 23113

(804) 739-3200

Come see us at Booth 1831

Exhibitor Descriptions

Booth #

Panamax - Line Conditioning **M12**
150 Mitchell Blvd.
San Rafael, CA 94903

Panamax is a leading manufacturer of high quality made-in the U.S.A. power conditioning equipment. Panamax will be displaying its complete line of electrical, co-axial and telecommunication line surge suppression devices, as well as the new generation of PowerMAX™ backup power systems.

Para Systems, Inc. **1732**
1455 LeMay Dr.
Carrollton, TX 75007

PARA SYSTEMS will exhibit the MINUTEMAN line of Uninterruptible Power Supplies. The sine wave portion of the line will include the MM300SS (300 watt), the MM600SS (600 watt), MM1200SS and MM1200SSXR (1200 watt) plus the MM1600SS (1600 watt). The square wave MM250 (250 watt) and MM500 (500 watt) both redesigned with previously unavailable features will be shown. Also shown will be the Clean Power 1200 surge suppressors.

Paragon Concepts, Inc. **1311**
4954 Sun Valley Rd.
Del Mar, CA 92014

Introducing InAWord, the most powerful word processor. Some features: Unlimited Undos; Open 100's files; Graphic Tools; Rectangular Selection; Search and Replace on Fonts, Styles and through unopened files; Assign key equivalents; Outlining; Page Layout; Picture-Text Wraparound etc...; Includes 50+macros. We will also show: MacTAG™ the Teacher's Assistant Grader. QUED/M™ the Powerful Macro Text Editor, DiskOrder™ the Disk File Organizer, MacQWERTY™ the Dvorak and Custom Keyboard reconfiguration, TechFonts™ Math and Electrical Engineering Fonts.

Booth #

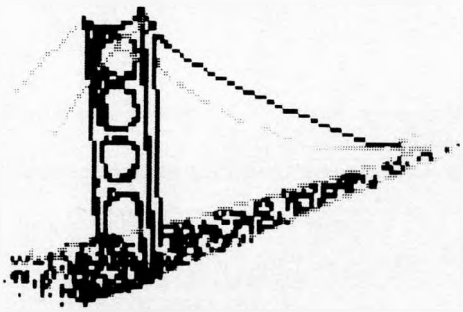
Parc Place Systems **435**
2400 Geng Rd.
Palo Alto, CA 94303

PCAI (Practical Computer Applications, Inc.) **734**
1305 Jefferson Hwy.
Champlin, MN 55316

PCAI is the leading developer of entertainment software for the Macintosh. Our products include MacGolf, MacCourses and MacRacquetball. MacGolf continues to be the entertainment leader by remaining on Macworld's Best-Selling chart for sixteen consecutive months. MacCourses contains four additional golf courses for MacGolf, for a total of 108 uniquely designed holes. MacRacquetball, with it's ability to be played over AppleTalk, is rapidly becoming a Macintosh standard with MacRacquetball play-offs forming across the country.

PCW COMMUNICATIONS, INC./
Macworld, Publish!,
Macintosh Today **1104**
501 Second St.
San Francisco, CA 94107

PCW Communications, founded in 1982 when David Bunnell launched PC World, is a major subsidiary of IDG Communications—the world's largest publisher of



Booth #

computer-related publications. Macworld is the in-depth solutions monthly for corporate and individual Macintosh users and buyers. Publish! is the definitive how-to source for both Macintosh and IBM users who perform desktop publishing tasks. Macintosh Today is the premier newsweekly serving volume Macintosh buyers in large- and medium-size organizations.

Please see the Macworld advertisement on Cover IV.

Please see the Publish! advertisement on page 15

Please see the Macintosh Today advertisement on Cover II.

Please see the PCW COMMUNICATIONS, INC. advertisement on pages 64, 65

PerfecTEK Corp. **240**
726 S. Hillview Dr.
Milpitas, CA 95035

PerfecTEK offers its Mac+PC add-in Co-Processor kits for the Macintosh Plus and the Macintosh SE computers. The Mac+PC enables you to run MS DOS software on the Macintosh, using up to 640K of memory. Both the Macintosh and MS DOS software can be run simultaneously sharing the Macintosh screen. The Mac+PC boards install neatly inside the Macintosh and do not affect any of its fine features.

Please see our advertisement on page 103

If you've ever outgrown your accounting software, it wasn't ours.

Because ours can't be outgrown.

That's right. The SBT Database Accounting Library is the first business software package that works just as well whether your business is small or big. Here's why.

One.

It's modular. You can start with the modules you need today. Then add more as your needs grow. And all the modules work together.

Two.

It runs with McMax database management software (a high-performance dBASE III work-alike for the Apple Macintosh).* So you get all the power and flexibility of the most advanced and best selling Database Accounting Software.

Three.

You can customize our software in just hours to fit your business. No matter what size or shape your business is. Because we give you the source code (the key to changing our software) absolutely free.

The SBT Database Accounting Library. Try to outgrow it. We dare you.

Call today for our demo disk and brochure (415) 331-9900. In Canada, call MSR, (416) 598-4982.

THE SBT DATABASE ACCOUNTING LIBRARY.

dProfessional	Time & Billing	$395
dOrder	Sales Order Processing	$295
dInvoice	Billing/Inventory Control	$295
dStatement	Accounts Receivable	$100
dPurchase	Purchase Order	$295
dPayable	Accounts Payable	$395
dPayroll	Payroll/Labor	$395
dLedger	General Ledger/Finance	$395
dAssets	Asset/Depreciation	$295
dProject	Project/Job Accounting	$395
dMaterials	Manufacturing Planning	$395
dMenu/Backup	Menu/Backup	$ 65

One Harbor Drive
Sausalito, CA 94965 (415) 331-9900
Telex 9102404708

SBT CORPORATION

* dBASE III is a registered trademark of Ashton-Tate, Inc. McMax is a trademark of Nantucket, Inc.
Apple and Macintosh are registered trademarks of Apple Computer, Inc. dBMAN is a registered trademark of VersaSoft.

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Exhibitor Descriptions

Booth #

Peridom, Inc. **133**
P.O. Box 1812
Bowie, MD 20716

Peridom, Inc. will show its line of artificial intelligence and programming tools for the Macintosh. Cognate, a knowledge-base development system, provides an environment and language to facilitate the building of knowledge-base systems such as expert systems. The Cognate Developer's Kit supplies the inference engine used in Cognate as a library of linkable object code in Macintosh Programmer's Workshop (MPW) format.

Peripherals Computers & Supplies, Inc. **1819**
2457 Perkiomen Ave.
Reading, PA 19606

VersaTerm products bring the mini-mainframe world to Macintosh computers. VersaTerm, a text and graphics communications program/terminal emulator, includes DEC VT 100, Tektronix 4010, 4012, 4014 and Data General D200 emulations. VersaTerm-PRO includes all the VersaTerm features, but also provides a very powerful and complete Tektronix 4105 color graphics emulation. KaleidaGraph, our new data analysis and graphics application, includes 10 plot types and a programmable calculator. TekPrint is a complimentary graphics utility for VersaTerm and VersaTerm-PRO.

Booth #

Periscope Press **2330**
P.O. Box 6926
Santa Barbara, CA 93160

Practica Musica is an exciting new music fundamentals course which combines intelligent music programming and digitally sampled sound to teach students the basic skills of ear training, harmonic theory, and melodic dictation. The program has three sampled instruments available: Piano, Organ, and Harpsichord. Practica Musica is MIDI compatible. Awarded Four Mice by MacUser (Nov. 87), Practica Musica retails for $125.00.

Personal Bibliographic Software, Inc. **1026**
P.O. Box 4250
Ann Arbor, MI 48106

Personal Bibliographic Software, Inc. announces Pro-Cite for the Macintosh, an advanced bibliographic database and text management system designed for researchers, scholars, writers, or librarians. Pro-Cite enables you to store, search, sort, index, and format references according to any bibliographic style needed. Biblio-Link companion programs enable you to transfer records downloaded from online database systems (BRS, DIALOG, MEDLARS, and NOTIS) directly into Pro-Cite databases.

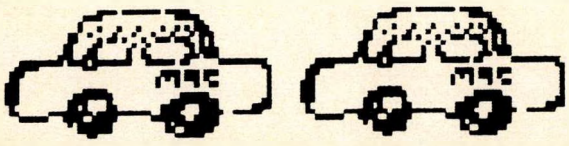
Booth #

Personal Computer Peripherals Corp. **1138**
6204 Benjamin Rd.
Tampa, FL 33634

PCPC will display their complete line of high resolution video cards and color graphics systems for the Macintosh II including the PCPC CGC/1, a high resolution graphics card with 768K of video memory capable of displaying up to 256 colors from a palette of over 16 million and the PCPC II Color Graphic System with a 19" high resolution monitor, tilt swivel stand, video card and interface cable. PCPC will also be exhibiting all MACBOTTOM HARD DISK DRIVES for the Macintosh 512, Plus, SE and Macintosh II. MacBottom is available with capacities from 21 to 144 MB and comes complete with HFS backup; Eureka, a file finding desk accessory; ImageWriter and LaserWriter print spoolers and up to a two year limited warranty.

Personal Training Systems **1714**
P.O. Box 54240
San Jose, CA 95154

Learn Excel, Word 3.01, PageMaker 2.0, Works and MORE the fast, easy way — using our tutorials. These self-paced audio and diskette tutorials provide 90 minutes of hands-on, in-depth training. Students can choose different levels of courses, from beginning through advanced. Find out how easy it can be to learn software!



5 good reasons to attend the MACWORLD Expo/ Boston '88

August 11-13 — Bayside Expo Center and the World Trade Center

1. **See and touch the latest Macintosh™ products.** Visit hundreds of exhibits and see the newest hardware, software and peripherals available for the Macintosh.

2. **Save time and money.** Simply fill out and return the coupon below and we'll send you the information to pre-register for MACWORLD Expo/Boston.

3. **Pick from dozens of tutorial sessions.** No matter where you use your Macintosh — in the office, at school or at home, you'll be able to choose the session that's best for you.

4. **Pinpoint new areas for increasing your profits.** If you develop, produce or sell Macintosh products, the Industry Sessions are your opportunity to hear the latest in industry trends.

5. **Apply your expertise right on the spot.** Use one of the many Macintoshes available to test and fine-tune your skills.

This is the original Macintosh-exclusive computer show bringing you a world of Macintosh knowledge not available anywhere else!

Sponsored by MACWORLD, the Macintosh™ Magazine. An IDG Communications Publication.

MACWORLD is an independent trade show not affiliated with Apple Computer, Inc. APPLE and the APPLE LOGO are registered trademarks and MAC, MACINTOSH, and MACWORLD are trademarks of Apple Computer Inc.

For further information just fill in the coupon below and return it to us. Or call us at 617-329-7466.

☐ **Yes.** I want to learn more about the MACWORLD Expo/Boston to be held on August 11-13, 1988 at the Bayside Expo Center and the World Trade Center. Please send me:

☐ Exhibiting information.
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MACWORLD EXPOSITION
BOSTON

Send this coupon to MACWORLD Expo, Mitch Hall Associates, P.O. Box 155, Westwood, MA 02090

Exhibitor Descriptions

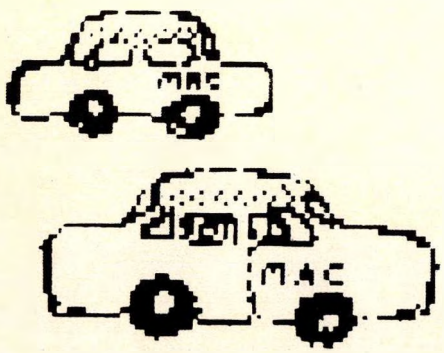
Booth #

Personal Writer, Inc. **1440**
1801 Avenue of the Stars, Ste. 507
Los Angeles, CA 90067

Personal Writer 15 is the first handwriting recognition system for Macintosh users. Whether you want to write text, input figures or create graphics, you simply write on paper and your words appear typewritten on the computer screen instantly. Add, delete and correct with the flick of your pen. PW15's powerful character recognition software learns to read your handwriting. Composed of a digitizer, stylus and software, PW15 is fully compatible to most software (word processing, database management, spreadsheet, graphics).

Pixelogic **1718**
800 West Cummings Pk., Ste. 2900
Woburn, MA 01801

Announcing a new, real time high resolution video digitizer for desktop publishing applications; this new product will allow users to produce magazine and newspaper quality output from standard video sources such as Camcorders, VCRs and electronic stat cameras; designed for the Apple Macintosh, the unit digitizes a video frame of 640x480 pixels in real time (1/30 of a second); the digitized images may be stored in various Macintosh standard formats and integrated with text using popular desktop publishing programs like PageMaker™, Scoop™ and Xpress™.



Booth #

PLI Peripheral Land, Inc. **2037**
47800 Westinghouse Dr.
Fremont, CA 94538

PLI's Turbo drives run from 30% to 300% faster than the competition. Hard disks range in size from 30 MB to 230 MB. Drives for the SE and Mac II range in size from 30 MB to 144 MB. Owners of the Macintosh SE two floppy drive system will benefit from the external enclosure provided to house the second floppy. PLI's new Infinity and Infinity II, combine hard disk-like capacity and performance with the convenience of floppy diskettes with a high-capacity 10 MB SCSI floppy disk.

Please see our advertisement on page 73

PMC Telesystems **1028**
P.O. Box 5127
Vancouver, B.C.
Canada V6B 4A9

Rendezvous, a unified electronic appointment diary, records your appointments, things to be done, special events and miscellaneous notes into a centralized database called diary. Consisting of 52-week planners, 24-hour diary page for each day of the year, Rendezvous is the first product that can display on the screen, a full 12-month perpetual calendar from year 1 to 32767. Including an Automatic Reminder to display your appointments at the times specified within any application.

Please see our advertisement on page 117

Booth #

Postcraft International, Inc. **1700**
27811 Ave. Hopkins, #6
Valencia, CA 91355

Laser FX is a desktop publishing program that offers a whole new world of graphic effects. Choose any one of the millions of special effect combinations that are possible to customize your PostScript™ fonts. Laser FX allows you to read a PICT file, add special effects, and print them to your laser printer or Linotronic typesetter. Laser FX also creates files that are compatible with Ready Set Go 3™ and the new Encapsulated PostScript™ Standard. Additional new effects are now available with the release of FX-PAKS I through VI.

Pre-Owned Electronics, Inc. **2320**
16 Greenridge Rd.
Weston, MA 02193

Pre-Owned Electronics, Inc. is an independent supplier of Apple service parts and systems. The company will have available at its exhibit some of the more popular parts for Macintosh computers. In addition, the company is interested in purchasing any quantity of Apple parts or systems. Those interested are invited to meet the corporation's officers at the show.

Exhibitor Descriptions

Booth #

Presentation Technologies **2332**
743 N. Pastoria Ave.
Sunnyvale, CA 94086

Presentation Technologies will show ImageMaker™, the only ultra-high resolution (8000 lines) desktop slidemaking system. In addition to providing highest quality slides, ImageMaker is an easy-to-use system which is easily affordable ($4995) at the department level. ImageMaker is supported by top rated software on Apple Macintosh computers. The Presentation Technologies approach has been to design a product that requires no graphics or artistic expertise to create the finest slides. The benefits of decentralized slidemaking with ImageMaker are tremendous - fast turnaround, control of the slidemaking process, and far lower slide costs.

Priam Corp. **833**
20 W. Montague Expwy.
San Jose, CA 95134

Priam will display its' MacDisk family of external disk drives for the Macintosh Plus, SE and Mac II. Capacities range from 40 MBytes to the newly announced 320 MByte disk drive.

Primera Software **1245**
650 Cragmont Ave.
Berkeley, CA 94708

Pro Plus Software, Inc. **2425**
2150 E. Brown Rd.
Mesa, AZ 85203

Wall Street Investor™ - a fully integrated investment Management and Analysis program including Portfolio Management. Technical and Fundamental Analysis. Wall Street Professional™ - a fully integrated investment Management and Analysis program for stockbrokers. Wall Street Commodities™ - a Commodities Technical Analysis program.

Booth #

Prometheus Products, Inc. **038**
4545 Cushing Pkwy.
Fremont, CA 94538

ProVUE Development Corp. **101**
222 22nd St.
Huntington Beach, CA 92648

OverVUE, a relational database with unmatched speed, will sort 1000 records in less than two seconds. It features Clairvoyance, Charts, Macros, custom reports, merge with Microsoft Word, Import/Export, and powerful math capabilities. Templates for personal finance and mailing lists are also available.

MacProto NuBus Prototyping Board for the Mac II

□ Full Slave Implementation
□ Large Prototyping Area
□ Only $299.95
To order call: 408/866-2077
(VISA, Mastercard, American Express accepted)
Dealer inquiries welcome.

Visit our Booth #115 at MacWorld

ADEX CORPORATION
105 Albright Way
Los Gatos, CA 95030
408/866-2077
FAX 408/866-8213

®Mac II is a registered trademark of Apple Computer Inc.

Exhibitor Descriptions

Booth #

Publishing, Ink **1704**
521 State St.
Glendale, CA 91203

Qualstar Corp. **128**
9621 Irondale Ave.
Chatsworth, CA 91311

Qualstar provides data communications and high speed backup with their 1/2 inch 9 track tape drives for the Macintosh. You may read or write all mainframe or minicomputer tapes on your Macintosh and transfer the data at 1 - 5 megabytes per minute. The subsystem handles ASCII/EBCDIC conversions, packed decimal data, fixed or variable length records, blocking/unblocking and record reformatting. The backup supports file by file and wild card processing at 2 - 5 megabytes per minute. Tape densities from 1600 BPI to 6250 BPI allows storage of up to 240 megabytes per reel.

Please see our advertisement on page 75

Quark, Inc. **1544**
300 S. Jackson, Ste. 100
Denver, CO 80209

Quark XPress is an award winning electronic publishing system offering the highest quality and precision available. The program integrates word processing with page layout, typesetting and graphics. It allows font sizes from 2 to 500 points in quarter-point increments. Kerning and tracking are available in increments of .005 of an em space. Quark XPress accepts formats such as MacWrite, Microsoft Word, WriteNow and any ASCII file. It also accepts MacPaint, FullPaint, PICT, EPSF and TIFF graphics.

Booth #

Qume Corp. **941**
2350 Qume Dr.
San Jose, CA 95131

Qume Corporation is a leading supplier of computer peripheral systems, including laser, daisywheel and non-impact printers, paperhandling devices and printer supplies, as well as a full line of alphanumeric, monochrome and color graphic terminals. Founded in 1973, Qume distributes its products worldwide. The company has manufacturing facilities in Taiwan, and sales and service offices throughout the United States and in Canada, West Germany, France and the United Kingdom.

Racet Computers, Ltd. **2103**
3150 E. Birch St.
Brea, CA 92621

RACET will be showing its line of high capacity high performance mass storage sub-systems. The units are Mac O/S and A/UX compatible, and are available in capacities from 150MB to 1.2GB (that's gigabytes) per enclosure. RACET will be showing new products, including their desk top sized Administrator product with higher capacities as well as an 800MB WORM drive and optional 2.2 Gigabyte tape streamer.

Please see our advertisement on page 79

Booth #

Radius, Inc. **936**
404 E. Plumeria Dr.
San Jose, CA 95134

Radius, Inc. announces three new products at the MacWorld Exposition in San Francisco. The company adds to their already highly acclaimed line of display products with the Radius Two Page Display for the Mac II. The product features 256 levels of gray for photographic quality images, and the firmware features which distinquish it as a Radius product. The company will also display its new 19' Radius Color Display for the Macintosh II. The 8 bit deep display offers color from Radius for the CAD/CAM and color professional publishing environments. Radius will also unveil a 25MHz version of its Radius Accelerator.

Please see our advertisement on page 81

RasterOps Corp. **302**
10161 Bubb Rd.
Cupertino, CA 95014

RasterOps Corporation manufactures high performance True Color graphics display products for the Macintosh II. RasterOps' True Color displays can display up to 16.7 million colors on the screen simultaneously. The ColorBoard Series includes a 1024x768x24-bit product, a 640x480x24-bit product and a NTSC/Gen-lock option board. All products are compatible with Apple QuickDraw and operate in 8-bit or 24-bit color formats. RasterOps Corporation will be introducing a 1280x1024x8-bit ColorBoard product that is compatible with QuickDraw. Both 15" and 19" monitors are also available.

Exhibitor Descriptions

Booth #

Relax Technology, Inc. **2416**
3101 Whipple Rd., #22
Union City, CA 94587

Relax will introduce the new Multinet II, a state of the art, SCSI based, multiuser file server. Other Macintosh related products featured will include the Hard Plus series of 20 to 300 mb hard disk drives with surge protection. The compact line of MAC MATE vertical style drives. The internal series of hard disks for the SE and Mac II. Tape/Disk combo units, Tape Back-Ups, Battery Back-Ups, Surge/Spike Control Centers and SCSI upgrade boards.

Rodime, Inc. **308**
29525 Chagrin Blvd., Ste. 214
Cleveland, OH 44122

Rodime 1400 RX™ - 144 MB hard disk drive for the Mac II. Rodime 1000 RX™ - 102MB hard disk drive for the Mac II. Rodime 450 RX™ - 45MB hard disk drive for the Mac II and SE. Rodime 45 Plus™ - 45MB hard disk drive for the MacPlus, SE and Mac II. Rodime 45i Plus™ - 45MB internal hard disk drive for the MacPlus. Rodime 20 Plus™ - 20MB hard disk drive for the MacPlus, SE and Mac II. Rodime 20i Plus™ - 20MB internal hard disk drive for the MacPlus.

Roland DG **2348**
7200 Dominion Cir.
Los Angeles, CA 90040

Roland DG offers a line of computer peripherals. These include the CAMM-3 modeling machine, the CAMM-2 engraving machine, and a complete line of HP-compatible plotters (flatbed and roller type). The CAMM-3 is a 3-axis desktop mill which allows the designer to model his prototypes without having to tie up expensive tooling or modeling shops. The CAMM-2 engraver allows you to cut professional quality logos quickly from any CAD system in the desktop environment.

Booth #

Satori Software **1807**
2815 Second Ave. #560
Seattle, WA 98121

Legal Billing II is an easy-to-use advanced system designed for small to medium sized firms. It has all the features of the basic program LEGAL BILLING, plus much more, and it's ABA approved!

LEGAL BILLING II+ is Satori's Multi-user version of Legal Billing II. PROJECT BILLING is a time billing package designed for ad agencies, graphic designers, architects, and engineers. BULK MAILER is a powerful program specially designed for managing mailing lists.

SBT Corp. **034**
3 Harbor Dr., Ste. 200
Sausalito, CA 94965

The SBT Database Accounting Library is the most complete accounting package available for the Macintosh. All programs, which can stand alone or link together, include source code for customization as needed, and run with McMax or FoxBASE+/Mac. Programs include general ledger, billing/inventory control,

Computer Covers™

Carrying Cases and Disk Wallets at Competitive Prices!

"Rated the Best on the Market"

Before you buy, check us out in **Booth 22**

Crosby Creations

W. 529 Cleveland, Spokane, Washington 99205
(509) 327-6884

accounts receivable, accounts payable, sales order processing, purchase order processing, payroll/labor accounting, fixed assets, job accounting, manufacturing planning, time & billing, property management, equipment maintenance, and main menu/file backup.

Please see our advertisement on page 87

ScanCoFurn **2002**
P.O. Box 3217
Redmond, WA 98073-3217

The New MacTable will be shown by ScanCoFurn. This Scandinavian made desk has become the most popular work station for the Macintosh. It now offers a multitude of set-ups for the Mac Plus, SE and II. ScanCoFurn will also introduce the new matching chair that offers maximum comfort for keyboard operation. Take advantage of ScanCoFurn's low mail order prices and see the products here "in the flesh".

Scott, Foresman and Co.
Professional Publishing Group **725**
1900 E. Lake Ave.
Glenview, IL 60025

Increase your productivity with Scott, Foresman's Computer Books. Well-written and easy-to-use, these books provide you with the information you need to effectively use your Macintosh computer hardware and software. Topics include word processing, data base and spreadsheet software. Our exhibit features "Working With Works", "The Viewport Technician", and a new book by Kevin Strehlo, "PageMaker: Desktop Publishing on the Macintosh". We'll also distribute a full-color catalog describing nearly 100 informative, problem-solving computer books.

Please see our advertisement on page 62

Exhibitor Descriptions

Second Wave, Inc. **829**
9430 Research Blvd.
Echelon II, Ste. 260
Austin, TX 78759

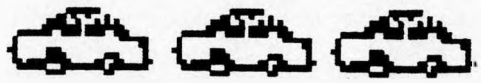
ExpanSE™, the Macintosh SE™ expansion chassis from Second Wave, Inc., expands the single option card capability of the Macintosh SE by providing an external expansion chassis that plugs into the Macintosh SE and accommodates four SE option cards. ExpanSE Plus™, our new Macintosh Plus™ expansion chassis, gives the MacPlus the same functionality as ExpanSE — an external expansion chassis that houses four SE cards operating from a Macintosh Plus. ExpanSE and ExpanSE Plus come complete with an interface card, internal and external cable assemblies, and the expansion chassis which contains a power supply, fan, the motherboard with four 96-pin connectors to mount four SE option cards, and four I/O ports (replicating the single SE I/O port). ExpanSE can be positioned vertically or horizontally next to the Macintosh SE or Plus. The suggested retail price of ExpanSE and ExpanSE Plus is $995.

Select Micro Systems, Inc. **732**
40 Triangle Ctr., Ste. 211
Yorktown Heights, NY 10598

Select Micro Systems will be demonstrating the Macintosh "MapMaker 2.1" software package. MapMaker combines powerful decision analysis with fast, colorful, easy to use mapping. It can help you discover relationships in business data which might otherwise be overlooked in ordinary tabular reports or pie charts. Also being introduced is the "FlowMaster" software package. FlowMaster allows advertising, marketing and public relations professionals to create marketing/media flowcharts with automatic date computations, cost and rating point summaries, user-defined flight periods, flexible display options, and much more. The color display capabilities of MapMaker and FlowMaster will be demonstrated on the Macintosh II, and the color printing features of each package will be shown on the ImageWriter II printer.

Semantic Microsystems, Inc. **341**
4470 Southwest Hall St., #340
Beaverton, OR 97005

Semantic Microsystems offers developers and educators the opportunity to program in Scheme, the simple, modern Lisp programming language. MacScheme+Toolsmith is a complete software development system that provides the facilities needed to write stand-alone applications entirely in Scheme. MacScheme is a high quality, inexpensive Scheme environment used in many university computer science courses. Both products include a native code compiler, interpreter, integrated editor, and debugging tools. Stop by booth 341 for a demonstration!



Exhibitor Descriptions

Booth #

Sensible Softworks **2337**
210 Center Dr.
Glenwood Springs, CO 81601

Shana Enterprises, Inc. **444**
#200, 9704 - 54 Ave.
Edmonton, Alberta
Canada T6E 0A9

Inside Out: Designed for Macintosh programmers, Inside Out is a powerful library of over 100 procedures/functions that address the database functionality of an application. Inside Out allows you to retain the flexibility of conventional development systems including MPW, Lightspeed, TML and Turbo. Fast Forms: Powerful forms management system allowing you to create, customize and use forms. Object oriented drawing program includes gray screens, hairlines, type sizes, text editing, customizable grids, printing and non printing drawing planes. Automatically calculates fields, formats entries and optionally exports data. Your form can be filled in and printed using the included DA.

Sharp Electronics Corp. **M16**
Sharp Plaza, Box C Systems
Mahwah, NJ 07430

Sharp Electronics will introduce its JX-550 color thermal transfer printer. The JX-550 features 300 DPI, 4 MB of memory and 1 ppm. The 550 can print on transparencies for great overhead presentations. Also, the JX-450 color scanner, which set the standard for color input in the IBM-PC environment, will be demonstrated on the Macintosh II with SuperMac's Pixelpaint and Letraset's ImageStudio. The JX-450 is a 300 DPI monochrome, 256 Gray scale and color scanner combined.

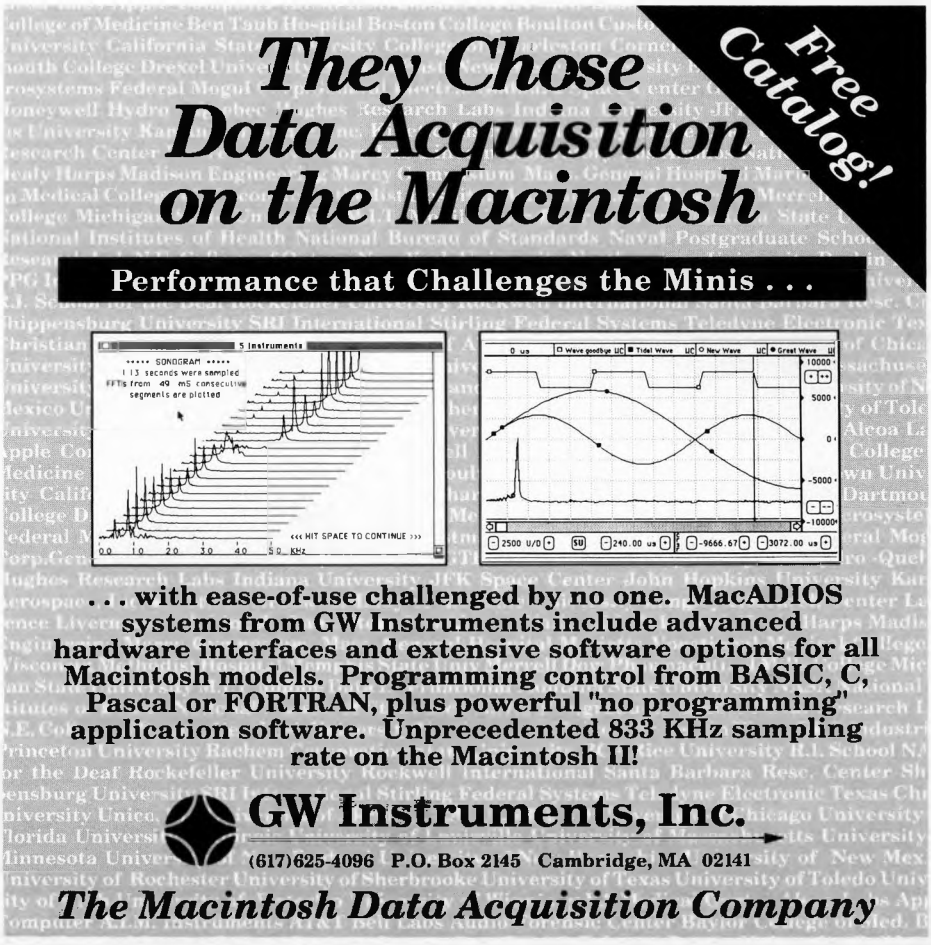
Booth #

Sher-Mark Products, Inc. **139**
521 E. 83rd St., #2R
New York, NY 10028

MAGNAVIEW is an adjustable contrast enhancement filter/magnification screen which offers two important features - a circular polarizing filter to improve contrast and to reduce the glare that is caused as room light (i.e., bright light from overhead lights and windows) reflects off your computer screen and a magnification screen to increase the characters and images that are displayed on your computer screen to two times (2X). This unique combination offers clearer, larger characters, graphs, and images for greater productivity and ease of reading and reduces squinting, eye-fatigue, and strain. Be nice to yourself - you deserve it! And you deserve MAGNAVIEW!

Shiva Corp. **640**
222 3rd St., Ste. 1200
Cambridge, MA 02142

The NetBridge and the NetModem V2400, two new products from Shiva, afford viable solutions for AppleTalk connection and communication. With NetBridge, there's a way to expand and improve the efficiency of AppleTalk networks. The NetModem V2400, allows the entire AppleTalk network to share a 2400 baud modem. Like earlier Shiva products, the NetModem V2400 includes Dial-in Network Access, a feature which enables the use of AppleTalk resources from a remote location.



Exhibitor Descriptions

Booth #

Sigma Designs, Inc. **414**
46501 Landing Pkwy.
Fremont, CA 94538
Sigma Designs will exhibit its popular LaserView Display System, a high resolution, large screen monitor designed for use with Macintosh SE and Macintosh II personal computers. The LaserView monitors provide two resolution modes; an ultra-high 1664x1200 pixel mode for preview of final documents, and a standard resolution 832x600 pixel mode for work with documents in a draft mode. LaserView also offers many useful, user selectable features including several cursor sizes, a standard and large system font size, a screen saver time delay, all accessible from a control panel. Both versions of LaserView will be on display in the Sigma booth.

Silicon Beach Software, Inc. **1123**
P.O. Box 261430
San Diego, CA 92126

Silicon Beach Software introduces Digital Darkroom™, a powerful image enhancement program. Working on bit-mapped and gray scale images, it allows you to pass the image through filters that blur, sharpen, or remove noise and to do special effects such as edge enhancement, posterizing, and equalizing. It also features the capability to recognize shapes in the bit-mapped and gray scale image and convert them into vector objects. Also on display are Super 3D, SuperPaint, Beyond Dark Castle and Apache Strike.

SmethersBarnes **1418**
P.O. Box 639
Portland, OR 97207

Prototyper™: A complete professional prototyping tool for anyone involved in the software development cycle. Designed for both non-programmers and programmers, there is absolutely no coding necessary to build a prototyped application. Prototyper uses an icon-based MacDraw™ like environment with features such as a menu editor, icon editor, picture grabber for manipulating graphics, extensive linking facilities, graphical printing of windows and menus, etc. A simulator allows the user to run the application at any time during development. This simulator even allows windows to be viewed independent of the application.

Booth #

Softsync, Inc. **M21**
162 Madison Ave.
New York, NY 10016

Personal Accountant is a financial package designed for home and small business use. Accounts are automatically posted so no accounting knowledge is needed. Accountant, Inc. is a fully integrated business accounting package. It includes A/R, A/P, G/L, and Inventory Control modules all one one disk. SuperExpert is an expert system shell. Examples are entered into a spreadsheet-like window. Rules are generated from these examples, showing decision paths. No experience with AI or programming is needed.

SoftView **1118**
4820 Adohr Ln., Ste. F
Camarillo, CA 93010

MACINTAX 1987 - Displays exact IRS forms on screen. Enter data into displayed form, calculations performed automatically. Print entire form with all data—IRS approved for signature and submission. CALIFORNIA SUPPLEMENT - Adds California forms to tax package. Fully approved for signature and submission. TAXVIEW PLANNER - Five year tax planning supplement. Project tax liability across five years using five alternative strategies. All new tax laws included. SNEAK PREVIEW - New forms product with "Graphics Intelligence"—Don't miss it!

Booth #

Software Complement **738**
8 Pennsylvania Ave.
Matamoras, PA 18336

Software Complement is displaying its high quality line of PostScript® fonts, Complementary Type, that give your publications a lift! Also shown are their two vertical market products: P•O•S/Mac, a retail point of sale system with invoicing, inventory control, accounts receivable, and much more; and CLIENT/Mac (new version 1.1), a lead tracking system with keyword searches, mailmerge, time management, and lead follow-up/history.

Please see our advertisement on page 37

Software Exchange **431**
2520 Guadalupe
Austin, TX 78705

Software Power Co. **1823**
P.O. Box 14133
Fremont, CA 94539

Software Power Company has two programs that improve the performance of the Macintosh PowerOP, a hard disk optimizer, and PowerDisk, a RAM cache. PowerOP increases the speed of any hard disk by reorganizing the data so that it

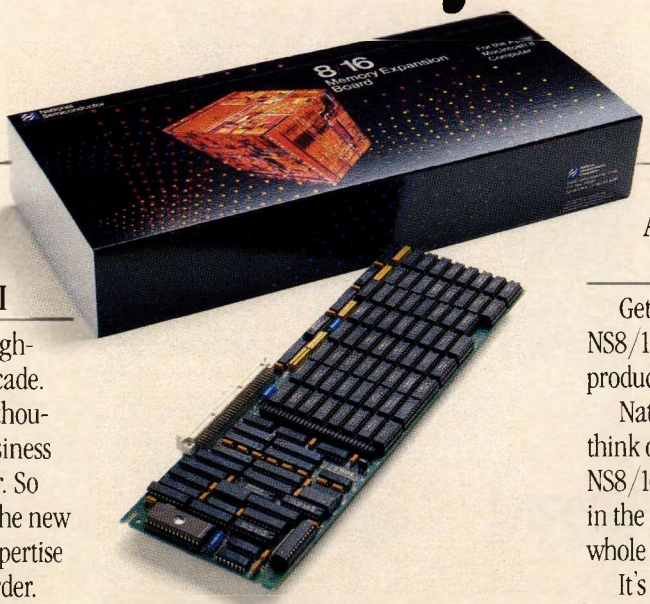
Come see us...

Pick up the January 11 issue of InfoWorld
with the first 1988 Macintosh Target Edition included!

Hit the target and win a designer canvas bag.

National Semiconductor

We were ready for the Mac II almost before they were.



INTRODUCING THE NS8/16 MEMORY EXPANSION BOARD FOR THE MACINTOSH II

National has been providing high-level add-in products for over a decade. We've helped well over a hundred thousand multi-tasking, multi-user business environments run faster and better. So even before Apple was ready with the new Mac™ II, we were ready with the expertise and technology to help it work harder.

In fact, we viewed the Macintosh™ II as an 'open' invitation to provide power users with the right tools. And now we're proud to introduce the NS8/16 Memory Expansion Board.

GET 4, 8, 12, OR 16 MBYTES OF RAM FEATURING:

- Apple/UNIX® (A/UX) compatibility.
- RAMdisk software.
- Advanced NuBus™ support.

Speed through memory hungry applications like: CAD/CAM. Desktop Publishing. High Resolution Graphics. Big Databases and Spreadsheets. Financial/Accounting packages. And AI Programming. Just to name a few.

AND RUN A/UX MORE EFFICIENTLY

High-end applications will run at top performance levels under A/UX. Without modifications. And the NS8/16 remains completely transparent to the user.

In the Macintosh II operating system, the RAMdisk utility allows an application to treat the NS8/16 as one, or a series, of pseudo disk drives, accessing files at NuBus memory speeds.

So memory intensive applications will go much faster. As will switching between applications.

ALL WITH QUALITY AND SUPPORT YOU CAN RELY ON

Get a full 5-year warranty on the NS8/16. Backed by the leader in memory products. And customer service.

National is the company you should think of for add-in products. Now, with our NS8/16 Memory Expansion Board. And in the future — you can expect to see a whole line of add-in products for the Mac II.

It's experience that lets us make a promise like that. So now that you have the Mac II ready to run, you know who can help you see how far it can go.

FOR MORE INFORMATION CALL THE COMPATIBLE PRODUCTS GROUP AT 800-345-4006 OUTSIDE OF CALIFORNIA CALL 800-538-8510

National Semiconductor

Macintosh and Mac are trademarks of Apple Computer, Inc.
UNIX is a registered trademark of AT&T Bell Labs.
NuBus is a trademark of Texas Instruments Incorporated.
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Exhibitor Descriptions

Booth #

may be accessed in the minimum amount of time. PowerOP is incredibly fast and safe. PowerDisk increases the speed of a Macintosh by caching data memory, thus eliminating much I/O. PowerDisk features a desk accessory, control panel, "delay writes" and a unique dynamic cache.

Software Research Tech., Inc. **M23**
22901 Mill Creek Dr., Ste. B
Laguna Hills, CA 92653

Software Supply **843**
599 N. Mathilda Ave.
Sunnyvale, CA 94086

Software Supply will be showing the latest versions of PowerStation and Suitcase. PowerStation is a Finder alternative that allows fast and easy access to applications, documents, and desk accessories. Suitcase is a utility that makes fonts and desk accessories always available from the Font/DA Mover "suitcase" files; fonts and DAs no longer need be installed into the System file. Suitcase also does away with the limit on the number of DAs in the Apple menu.

Solana Electronics **001**
7887 Dunbrook Rd., Ste. A
San Diego, CA 92126

NetAccess™ to AppleTalk provides solutions to link remote users, bridge geographically distributed networks, logically group local networks and to share external resources such as mini-computers, modems, printers, data

Booth #

terminals, main frames. NetAccess also provides connectivity solutions to data PBX solutions and high-speed inter-city links. NetAccess product line includes the R-Server, I-Server and C-Server. Watch the show daily for our exciting new product announcements.

Solutions International **837**
29 Main St., P.O. Box 989
Montpelier, VT 05602

Glue™ - Provides a "print to disk" facility for the Macintosh. SuperGlue™ - A graphics integration program for the Macintosh. SmartScrap & the Clipper™ - is a pair of desk accessories. SmartScrap is a better scrapbook that has a pictorial table of contents. The Clipper is a cropping and scaling tool. A must for clip art users and desktop publishers! Mac-Fax™ - Is a background communications software for the Macintosh fax modem board. The Curator™ - An art integration and filing system. The Curator can file and access artwork created in several different formats: PICT, MacPaint, TIFF, Encapsulated PostScript, and Glue™.

Space Age Products, Inc. **2441**
1490 W. Artesia Blvd.
Gardena, CA 90247

Spectra Blue, Inc. **2000**
831-D N. Park Ave.
Tucson, AZ 85719

Spectra Blue is an authorized Apple VAR, providing: 1) dSCIENCE - a Scientific Data Analysis, and Reduction Program, with over 200 math routines, and Macro

Booth #

capabilities. 2) "The MANUFACTURER" and "The MERCHANDISER" programs. These are complete Multi-User, Inventory Control and Accounting Programs. They include: Multi-Level Bill of Materials, Part Location Tracking, Quotations, Work-Order (i.e. Job Costing). Complete Invoicing, Purchasing, General Ledger, Account/Receivable, Accounts/Payable, Customer/Vendor Aging, and Sales/Usage Forecasting. (Customized for your Business.)

Spectrum Digital Systems, Inc. **2417**
2702 International Ln., Ste. 112
Madison, WI 53704

Spectrum Digital Systems will be showing its hot new software TrueForm, designed to fill out any form using a Macintosh. TureForm uses most Macintosh compatible, 300 dpi image scanners to transmit the form's image to the screen. TrueForm allows the user to "teach" the Macintosh to complete the form, identifying the form's blanks by pointing and clicking. Forms can be completed manually from the keyboard or via database merge. A full complement of spreadsheet-style functions are provided. Forms can be stored and edited repeatedly, and the contents can be printed on blank paper.

Please see our advertisement on pages 40,41

Spectrum HoloByte **626**
2061 Challenger Dr.
Alameda, CA 94501

Spectrum HoloByte will be featuring their super simulation series. FALCON—the F-16 Fighter Simulation. Fly one of the fastest most maneuverable combat aircraft with realism you'll find breathtaking. PT-109—Patrol Torpedo Boat Simulation.

Maximize use of your speed, maneuverability, and full weapons arsenal as the enemy attacks from air and sea. ORBITER—The Space Shuttle Simulation. Experience space flight as you take the controls of this space shuttle from launch to landing. GATO—World War II Submarine simulation. Command this submarine as you attempt to outsmart the enemy and complete your mission in the South Pacific.

SportsWare **2444**
940 Hoxett St.
Gilroy, CA 95020

SportsWare offers Baseball Stats for both the American and National League players covering both the 86 and 87 seasons. These stats are very complete, offering up to 28 categories of data for over 750 players. The stats come in many formats including HyperCard, Excel, Filemaker Plus, OverVue and others. The HyperCard stack is like an electronic baseball card with the ability to sort, rank and group. All Baseball fans should see the power of these files and the unique stats offered!!! There are also HyperCard Stacks and Utilities available.

Strawberry Tree Computers **1815**
160 S. Wolfe Rd.
Sunnyvale, CA 94086

Summagraphics Corp. **233**
777 State St. Ext.
Fairfield, CT 06430

Summagraphics Corporation manufacturer of computer graphics tablets will be introducing its new Macintosh SE and Mac II compatible tablet. The tablet will include special interface electronics to allow it to use Apple's Desktop Bus assuring compatibility with all software applications.

Exhibitor Descriptions

Sun Remarketing **016**
P.O. Box 4059
Logan, UT 84321

The LISA Lives! Sun Remarketing, under contract with Apple Computer, Inc., offers support and service to obsolete models of Apple computers. Sun will be showing the Lisa, which runs Macintosh software, and the Apple///. Sun has developed many improvements to the Lisa to make it a rather inexpensive alternative to the higher priced Macintosh line. Sun has developed a new controller card to replace the old Widget that removes the 10Mb hard disk ceiling, an HFS upgrade, an 800K floppy disk upgrade, as well as many other items for the Lisa. A national service center is maintained for such machines. Sun has over 7,000 new and reconditioned Lisa computers in stock.

SuperMac Technology a division of Scientific Micro Systems **1806**
295 N. Bernardo Ave.
Mountain View, CA 94043

SuperMac Technology continues its innovation with exciting new hardware and software for the Macintosh family. Come by our booth and see! Now shipping are Spectrum and SuperView high resolution graphics boards and monitors for the Mac II and SE; DataFrame 30, XP 30, XP 60, XP105 and XP150 SCSI hard disks, as well as 60+40 disk/tape and 60+B disk plus Bernoulli cartridge units. We also feature the Levco Prodigy™SE enhancement board with a 68881 co-processor and the Levco One Plus One with 2 megabytes of RAM. SuperMac Software now shipping: PiexelPaint a sophisticated color paint application, Sentinel a data security program, TapeFit, a tape back-up system; SuperLaserSpool 1.2, Multi-User SuperLaserSpool, and SuperSpool, the ultimate in print spoolers; DiskFit 1.2 and network DiskFit, the automatic backup utilities.

Survivor Software Ltd. **539**
11222 La Cienega Blvd., Ste. 450
Inglewood, CA 90304

MacMoney 3.0 - A financial recordkeeper and financial planner designed for the Macintosh with the user in mind. A program to organize personal and small business financial records. Track bank accounts, credit cards, cash, assets, liabilities, income and expenses by "point and click" simplicity. Optional budgeting feature also included. A plans menu also allows the user to explore simple loan schedules and saving scenarios for retirement and future goals. Prints checks, many reports and graphs. Many new features have been added to this award winning program.

Please see our advertisement on page 58

SYMANTEC Corp. **1436**
10201 Toirre Ave.
Cupertino, CA 95014

The Living Videotext, THINK Technologies, and Turner Hall Publishing divisions of Symantec Corporation, a leading international developer and publisher of productivity software, will show the

Exhibitor Descriptions

Booth #

following products. Living Videotext, creators of outline processors and presentation software, will show MORE™ and ThinkTank™. THINK Technologies, developers of business communications software and development tools, will show InBox™, THINK's LightspeedC, THINK's Lightspeed Pascal and LaserSpeed™. Turner Hall Publishing, a publisher of utility products, will show MacSQZ!™

Symmetry Corp. **728**
761 E. University Dr.
Mesa, AZ 85203

Symmetry is introducing HyperDA, the first HyperCard desk accessory. With

Booth #

HyperDA, users can browse HyperCard stacks from within any application. The company will also be showing PictureBase and Acta version 2.0.

Please see our advertisement on page 35

SYSTAT, Inc. **1405**
1800 Sherman Ave.
Evanston, IL 60201

SYSTAT is a comprehensive statistics, graphics and data management package. It is easy to use, flexible and very powerful. SYSTAT's data management capabilities include a full-screen data editor. Its broad range of statistical capabilities includes descriptive statistics,

Booth #

regression, ANOVA, ANCOVA, MANOVA, time-series analysis, nonparametrics, cross-tabulations, multidimensional scaling, cluster analysis, and nonlinear estimation. Macintosh version 3.1 features scientific, statistical and business two- and three-dimensional graphics. On machines with at least 1 megabyte of memory, SYSTAT will produce high resolution graphics with PostScript support for the Apple Laserwriter at 300 dpi.

SystemOID **1938**
1175 Ave. Lavigerie, Ste. 90
Sainte-Foy, Quebec
Canada G1V 4P1

SystemOID will be displaying the CONSOI-ERM and CONSOI-DFD computer-aided software engineering tools (CASE). The CONSOI products are the most powerful Entity Relationship Modeling and Data Flow Diagramming tools available on the Macintosh. They

Keep your business running in top form.

FileMaker Plus. The data base and forms manager from Nashoba Systems.

The winner of top awards from both MacUser and Macworld is now the top-selling data base manager for the Macintosh.™ And for good reasons.

FileMaker® Plus is the first product for the Macintosh to combine professional data base management with the ability to produce professional quality forms.

FileMaker Plus makes it easy to quickly create any type of form you want: number-heavy forms like invoices, purchase orders and expense reports; and text-heavy forms like contracts and form letters. You can arrange drawings, photos, text, numbers, logos, and dates anywhere on the page for maximum impact, then preview what you've done on the screen to make sure it's exactly what you want. FileMaker Plus even includes templates for creating mailing labels, proposals, and Rolodex® cards.

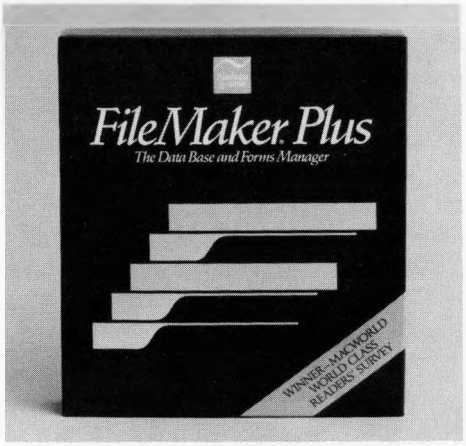
FileMaker Plus makes managing your data base just as easy. It automatically indexes every word, number and date you enter. You can look up pricing information and quickly calculate, sort, and summarize your invoices, automate your sales reports, produce contact lists, form letters, and mailing labels. All from the same data, without retyping. You can also exchange information with other applications, like Microsoft® Word, Excel, MacWrite,® MacPaint,™ and MacDraw™ to help you share information and formats.

And FileMaker Plus is on friendly terms with the entire Macintosh family, including the Macintosh 512K, Macintosh Plus, Macintosh SE as well as the Macintosh II, the ImageWriter® II and LaserWriter® Plus, and the latest system software, such as MultiFinder™ and AppleShare.™

Nashoba Systems is just as committed to FileMaker Plus today as we were when we first developed it. We'll continue to do all the things that have made it such a success: listen to our customers, provide outstanding free technical support, upgrade our product with the most advanced technology in an easily accessible form, and assure your satisfaction with our money-back guarantee.*

FileMaker Plus from Nashoba Systems. For only $295, it keeps your business running in top form.

Call us today for the dealer nearest you. **1-800-274-0610.**



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accelerate and facilitate the work of systems analysts and database designers, and can speed work up by as much as 50%. Both products bring consistency and uniformity to systems design, can import or export data from a central data dictionary, and reduce overall development and maintenance costs.

T/Maker Co. **2107**
1973 Landings Dr.
Mountain View, CA 94043

T/Maker Company, founded in 1979, is a developer and publisher of innovative micro-computer software for the Macintosh and IBM PC and PC compatibles. The current T/Maker Macintosh product list consists of WriteNow For Macintosh and the ClickArt image portfolio series. WriteNow For Macintosh is a word processor offering such features as on-screen headers and footers, footnotes, multiple columns, and in-line graphics. A 50,000 word built-in spelling checker is also included in WriteNow. The ClickArt Series is a collection of high quality image and font portfolios. T/Maker has added two new portfolios to its existing series of Publications, Personal Graphics, Holidays, Business Image, Letters 1 & 2, and LaserLetters. ClickArt Christian Images has 602 religious images specially designed to appeal to a wide range of Christian denominations. ClickArt EPS Illustrations is a package of professionally drawn encapsulated PostScript art designed for use in advanced page layout applications. Over 80,000 Macintoshes are running one or more ClickArt products.

Exhibitor Descriptions

Booth #

Tangent Technologies **2443**
5720 Peachtree Pkwy.
Norcross, GA 30092

Tangent, the industry leader in PC to AppleTalk connectivity, is showing a complete line of Networking solutions. Among products shown are PC MacBridge ATB II, new high speed AppleTalk interface card, TangentShare, AppleShare for the PC; TangentSpool++, intelligent PostScript spooler for multiple printers; PSPrint and WinPrint, PC to PostScript printers; PCRAT, remote AppleTalk access; ELAP/PC, AppleTalk on Ethernet; PC MacKey Macintosh replacement keyboard, and several new printing utilities. Dealers and Distributors stop by for updates.

Target Software, Inc. **1630**
14206 S.W. 136th St.
Miami, FL 33186

Scoop™ is a totally self-contained Desktop Publishing solution with a built in WYSIWYG text editor, Graphics package (bit-mapped & object oriented), and an excellent spell checker. With Scoop you have the ability to wrap text around any object, fill that object with text, or create a mask. Other features include inter-word spacing, fractional kerning, fractional leading, grayscale from 0% (white) to 100% (black) slanting of margins, hyphenation, image/text rotation and elongation of type to mention just a few. Scoop, it's like having a team of professionals on your side.

Booth #

Taxan USA Corp. **2310**
18005 Courtney Ct.
City of Industry, CA 91748

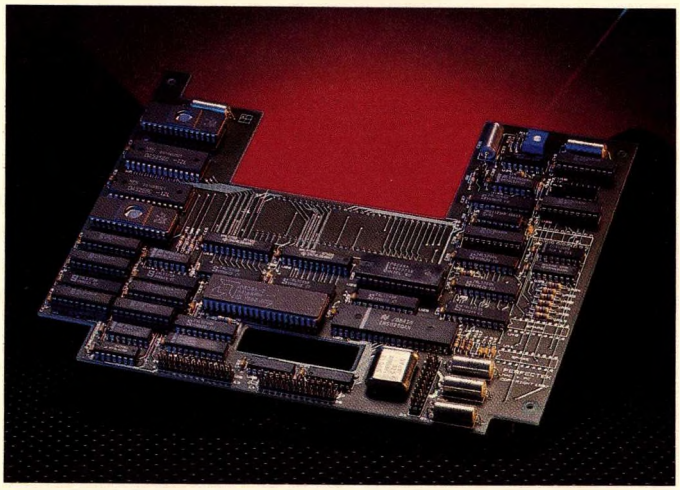
SUPER VISION 780: 14" RGB Analog Display, 640 x 480 Resolution, 256 Colors, Retail Price: $695.00. 300 MAC: Image Scanner, 64 Gray Levels, Retail Price: $1695.00. 1901 SE: 19" WYSIWYG Monochrome Display, MAC SE Compatible, Retail Price: $1695.00. 1901 II: 19" WYSIWYG Monochrome Display, Mac II Compatible, Retail Price: $1695.00. 980 MAC: 19" RGB Analog Display, 1024 x 768 Resolution, 256 Colors, MAC II Compatible. 990 MAC: 19" RGB Analog Display, 1280 x 1024 Resolution, 256 Colors, MAC II Compatible.

Technalysis Services **2428**
14555 DeBell Rd.
Los Altos Hills, CA 94022

Specializing in real estate software for the Macintosh, Technalysis Services will feature three new products in addition to its highly touted ProAnalysis investment analysis program. The new offerings include: Sales Tools, a property/client database for real estate salesmen; The Ten Minute Property Manager, a simple and elegant program designed exclusively for those who manage their own properties; and The Mortgage Office, a complete office automation system for Mortgage Brokers and Bankers.

MS DOS™ CO-PROCESSOR CARDS
For Macintosh™ Computers
from ..... PerfecTEK

Mac + PC



For Your Macintosh Plus

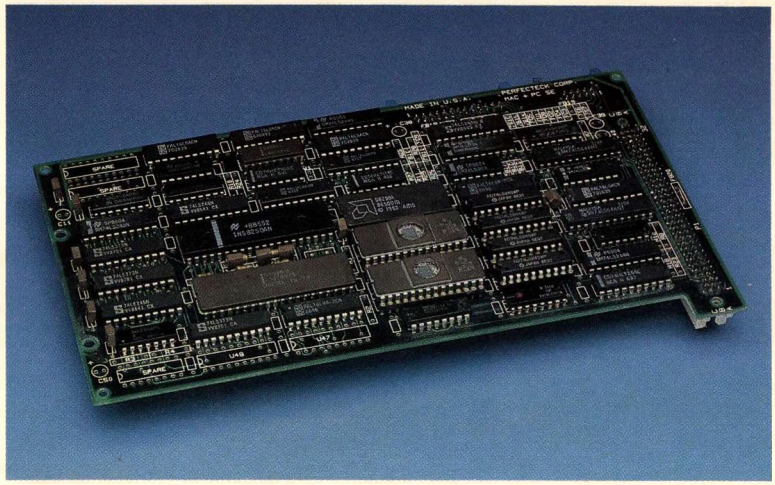
FEATURES:

- Configure up to 640K memory for DOS
- Use external 5½″ SCSI Drive or 3½″ Mac Drive
- Dedicate or share Hard Disk Drive
- Transfer files between Macintosh and MS DOS using our utilities
- Communicate with MS DOS Compatibles

More Features:

- Use "switcher" and multifinder
- Use Imagewriter/Laser Printers and IBM Compatible Letter Quality Printers (option)
- Emulate CGA/MDA Equivalent Graphics
- Easy Installations
- Great Value at Affordable Price

Mac + PC SE



For Your Macintosh SE

For Further Information:

PerfecTEK Corporation

726 S. HILLVIEW DRIVE, MILPITAS, CA 95035
Tel: 408-263-7757 • Telex: 984281

Dealer/Reseller Inquiries Invited

Mac + PC™ is a trademark of PerfecTEK Corporation.
MS DOS is a trademark of Microsoft Corporation.
Macintosh Plus™ and Multifinder™ are trademarks of Apple Computer, Inc.
IBM® is a registered trademark of International Business Machines.

Please visit Booth 240
Ask us about Mac + PC II

Exhibitor Descriptions

Booth #

Technology Concepts, Inc., A Bell Atlantic Co. **112**
40 Tall Pine Dr.
Sudbury, MA 01776

CommUnity™-Mac provides the highest performance DECnet connectivity for Macintosh Plus, SE, and II. CommUnity-Mac software from Technology Concepts utilizes an intelligent Ethernet controller - FastNet from Dove Computer Corporation - to substantially reduce the networking load on the Mac and deliver high-speed performance on a DECnet Phase IV Ethernet network. This networking solution delivers terminal emulation VT100/220 (240 optional), file transfer, compatibility with VAX/VMS services from Digital, and task-to-task communications for Mac-to-DEC programming.

Tecmar, Inc. **841**
6225 Cochran Rd.
Solon, OH 44139

The Tecmar QT-Mac40, a portable 40 MB tape backup system, is designed for use with all SCSI-based Macintosh systems. Combining the high speed flexibility of SCSI, industry standard QIC-100 compatibility, and powerful icon software, the QT-Mac 40 makes protecting valuable data fast, easy and reliable. The QT-Mac40 is small, lightweight and portable and can easily serve the backup and archival needs of several users. The QT-Mac40 is another QualityTape product from Tecmar, a world leader in tape backup for personal computers with more than 100,000 satisfied customers.

TeleRobotics International, Inc. **721**
8410 Oak Ridge Hwy.
Knoxville, TN 37931

Course Builder is a visual language that enables you to create stand-alone courseware by drawing a flowchart of your ideas. Built-in features like graphics editing, animation, calculational capability, text output and digital sound make the presentation of information easy and powerful. Combine the power of Course Builder with interactive video. Video Builder adds the capability to control a video device from any point in the course. Construct simulations, courseware, training packages, interactive presentations, questionnaires, electronic textbooks and more!

Booth #

TGS Systems **017**
Ste. 19, 1127 Barrington St.
Halifax, Nova Scotia
Canada B3H 2P8

PROGRAPH is an object-oriented high-level Visual Programming Language in which programs are expressed as diagrams. It provides interactive, pictorial support for a) professional software development, offering facilities for fast, executable prototyping and C-code generation; b) AI applications, combining the expressive power of Lisp and Prolog; and c) teaching programming, joining the visible structure of a graphic language with the intuitive clarity of the Macintosh user interface.

The Laser Connection **318**
7852 Schillinger Park W.
Mobile, AL 36608

Laser Connection is exhibiting its innovative line of PostScript based products, including the QMS PS 810, a PostScript printer based on the Canon SX laser printer engine. Other products featured in the booth include the award winning PS Jet+ PostScript upgrade kit for any Canon CX based laser printer, the QMS PS-800 II, the QMS KISSplus with MacKiss, the IS-300 Scanner and our exclusive blue toner for any Canon CX based laser printer.

Booth #

The Macintosh Business Letter **125**
153 California Ave., Ste. F213 Palo Alto, CA 94306

The Macintosh Business Letter is the leading independent newsletter for business users of the Macintosh. Each monthly issue is full of unbiased product reviews, "how-to" articles, and commentary of interest to the corporate or small business user. Robert R. Wiggins, Publisher and Editor, is also the Contributing Business Editor to MacUser magazine and the sysop of the Macintosh Business Forum on CompuServe. Special Macworld Exposition subscription price only $195, a $100 savings.

The Macneal-Schwendler Corp. **809**
815 Colorado Blvd.
Los Angeles, CA 90041

MCS/pal is a program for finite element stress and vibration analysis of three-dimensional structures and mechanical components. With this, the engineer or designer determines structural stress prior to fabricating the product, saving valuable time in the product's design/analysis/fabrication cycle. Analysis capabilities include statics, normal modes, transient response, and frequency response. Graphics include deformed/underformed overlays, deformed animation, shaded stress contours, and XY plots. MSC/pal runs on the Macintosh Plus, SE, and II.

Exhibitor Descriptions

Booth #

The Madson Line 744
228 Harrison St.
Oakland, CA 94607

The Printer Works 437
3481 Arden Rd.
Hayward, CA 94545

The Public Domain Exchange 1730
2074C Walsh Ave.
Santa Clara, CA 95050

The Public Domain Exchange distributes public domain and shareware for the Apple II and Macintosh computers. There are presently over 230 disks in the Macintosh library. All of our disks are thoroughly reviewed and written up in our FREE quarterly bulletins. We also have written a 150 page book entitled "The Best Mac Deal" (carried in bookstores) describing our first 75 disks, which sells for $7.95. An updated edition of this book will be published soon!

Booth #

TOPS, A Sun Microsystems Co. 1920
2560 Ninth St.
Berkeley, CA 94710

TOPS is a unique local area network featuring distributed file service and transparent file sharing between Macintoshes, IBM PCs and compatibles, and Unix-based systems. TOPS offers high speed PC-to-PC communications and comprehensive PC-to-LaserWriter printing capabilities. The TOPS product line also includes TOPS Terminal, an easy-to-use, multi-function AppleTalk link to TCP/IP systems, and TOPS Repeater, a hardware product that can expand network size and alter network topology.

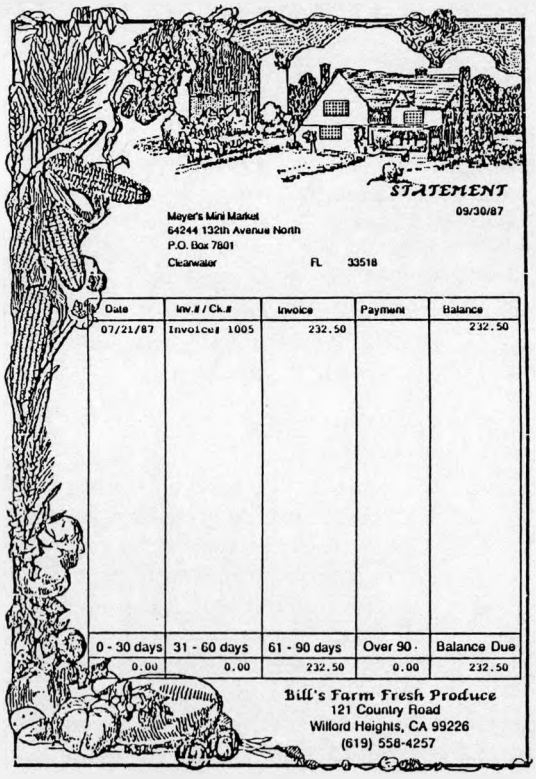
TPS Electronics 702
4047 Transport St.
Palo Alto, CA 94303

Bar code and magnetic stripe readers for Macintosh, Plus, SE and II, requiring no additional software or port. The units are heavy-duty, industrial-quality, and are installed in seconds. A low-priced but powerful bar code print program and magnetic encoder are also available.

Does your Accounting Package Make A STATEMENT?

Strictly Business ™ Does, and designs Checks and Invoices too!

- Number of accounts and transactions limited only by disk space.
- 3, 4 or 5 digits per account #
- up to 99 profit centers
- up to 100 departments
- up to 99 User defined Journals
- 14 to 24 standard reports
- Custom Balance Sheets & Profit & Loss Statements
- 3D Bar Graphs
- Batch Posting
- Budgeting & Prior Year Comp.
- Thorough audit trail
- Exports Text files

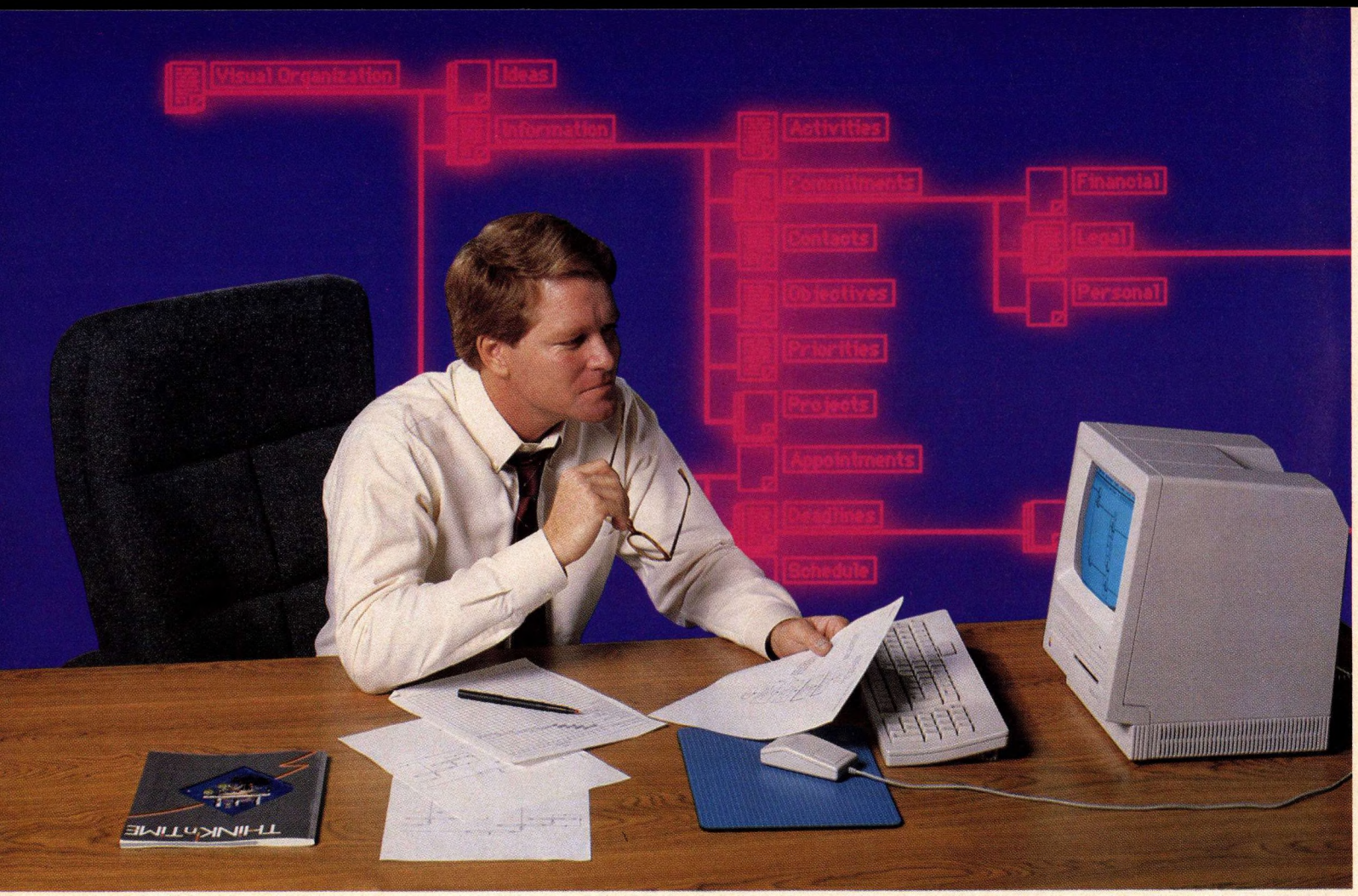


- Complete Vendor and Customer History for the year.
- Custom design Checks, Invoices & Statements.
- User defined Aging.
- View Windows:
  - Vendor/Cust.information
  - Open Invoices
  - Check Register/Receipts
  - Sales Reps
  - Territories
- Vendor/Customer Inquiries
- Account Inquires
- Up to 99 Discount levels
- Plus many other features

FUTURE DESIGN SOFTWARE
13681 Willamette Drive
Westminster, CA 92683

For more Information
call or write.
714 - 891 - 9796
Demos Available

General Ledger, Accounts Payable, Accounts Receivable

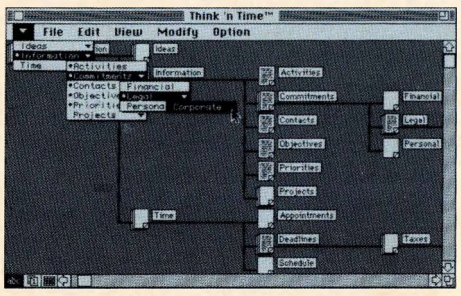


"A simple idea, that's why it's so powerful" introducing Think 'n Time...

Imagine reducing all the sheets and piles of paper in your office to icons and having them automatically organized on your Mac's screen!

Get organized, visually.

See how your activities fit together! Organize them visually! With point and click ease, you create, open, close, collapse, expand and rearrange sheets and piles. Quickly store and access ideas and information. Think 'n Time links text information to dates, times and numeric values. It's great for everything from project management to remembering important birthdays. A desk accessory, it's always ready to visualize, record and access ideas, data, notes, dates and time.



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Think 'n Time matches your style of business. It's totally flexible. Text, time and numeric capability let you have a calendar in your budget or a budget in your calendar. Throw in a memo or an estimate for good measure. The choice is always yours. You're never forced to enter information in rigid formats or templates. When you feel like organizing, just drag the sheets into place.

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For more information, contact Mainstay, 5311-B Derry Ave. Agoura Hills, CA 91301. (818) 991-6540.

In Europe, contact Mainstay, 71 rue des Atrebates, 1040 Brussels, Belgium. (02) 733 97 91.

Mainstay

See Us At Booth #1319

Exhibitor Descriptions

Booth #

Trimar USA, Inc. **124**
236 W. 15th St.
New York, NY 10011

CompuNet is a Local Area Network (LAN) hardware system which conforms to Apple Computer, Inc.'s AppleTalk™ LAN Standards yet uses ordinary modular telephone cables and standard RJ11 connectors. CompuNet offers the advantages of lower cost, greater effective transmission distance (With an unamplified limit of 3,000 feet, a CompuNet network functions at three times the distance of a comparable AppleTalk network.), and easier installation while maintaining complete software compatibility with devices and programs devised for AppleTalk.

Please see our advertisement on page 67

True BASIC, Inc. **307**
39 South Main St.
Hanover, NH 03755

True BASIC, Inc. will be displaying our new Version 2.0 Language System for the Macintosh. This new version will support color graphics on the Mac II as well as the 68881 math coprocessor. Other enhancements include: new debugging tools, enhanced speed, more editing features, and modules, a programming concept found in languages like Modula-2 and ADA. In addition, use of library files will be made easier with the version 2.0 feature of "workspaces". New packages in our educational series will also be on display. Look for the new package by Judah Schwartz - THE ALGEBRAIC PROPOSER.

Booth #

Truvel **200**
2808 Oregon Ct., Ste. K2
Torrance, CA 90503

TSI/NOVY **M3**
99 W. 10th Ave. #333
Eugene, OR 97401

Products exhibited will include our TSI/NOVY 68020 accelerators for the Mac 512E, Plus, and SE, ranging in clock speed from 12 mhz to 25 mhz, requiring no motherboard modification, user-upgradable, accepting a 68881 math co-processor, programmer switch selectable 68000/68020, utilizes one or four mbytes of memory. Prices start from $695.

TWO GUYS F.T.V. **117**
3160 Zion Ln.
San Jose, CA 95132

The only North Bay Distributor for Computer Dust Covers by "H & J Industries". Over 50 different styles to choose from. These covers are made of 2-ply nylon, are machine-washable, static-free and water resistant. These stylish yet affordable covers will enhance any desk or office decor. Choose from: Macintosh, Commodore, IIGS, IBM & many more. Also available is the NEW Mouse House, with convenient velcro attachment. Easily converts to a desk-top organizer.

UpTime, The Disk Monthly **2044**
174 Bellevue Ave.
Newport, RI 02840

Meet the people responsible for bringing the Macintosh edition of UpTime, the Disk Monthly, to thousands of readers

Booth #

every month. Stop by booth #2044 and be sure to take advantage of our Special Show offers—an UpTime T-Shirt with any disk subscription order of 3 months or more plus a free disk storage box with any disk subscription of one year or more. Discover what our subscribers already know—that UpTime offers Mac enthusiasts the variety and value they demand from their software.

Value Line Software **024**
711 Third Ave.
New York, NY 10017

VAMP, INC. **2448**
P.O. Box 411
Los Angeles, CA 90028

High-Performance Electronic CAE/CAD/CAM Software Tools. McCAD® Electronic Design Systems offer a choice of design environments with a wide range of system configurations tailored to the specific needs of the designer. McCAD modules take the designer through the complete design cycle: from Schematic Entry to Printed Circuit Board design to Fabrication. Software solutions such as EDS-1 offer a single integrated design environment for the Mac II. Stand-alone systems such as PCB-1, PCB-ST, and Schematics offer many of the features and capabilities of the EDS-1 system and can be used on smaller hardware configurations.

Varityper **1543**
11 Mt. Pleasant Ave.
E. Hanover, NJ 07936

Exhibitor Descriptions

Booth #

Versacad Corp. **2110**
7372 Prince Dr.
Huntington Beach, CA 92647

Versacad Corp. demonstrates the first production version of VersaCAD/Macintosh Edition, a new computer-aided design and drafting system for the full line of Macintosh personal computers. The popular VersaCAD system has been completeley reworked to closely conform to the Macintosh interface featuring a rich variety of construction tools, powerful symbol libraries, floating point precision, interactive drawing and editing, and "HELP" stackware using Apple's HyperCard software. For professional desktop engineering design, see a demonstration of VersaCAD/Macintosh Edition in Booth #2110.

Please see our advertisement on page 25

Virginia Systems Software Services, Inc. **1831**
5509 W. Bay Court
Midlothian, VA 23113

SONAR Text Retrieval System: SONAR searches thousands of documents at one time for a particular word or phrase. SONAR's search speeds are in excess of 15,000 pages a minute with a Macintosh II. SONAR can index a document, look for possible relationships between people, places, and things, append excerpts to the clipboard, and print or store paragraphs selected by a search. SONAR works with MacWrite, WriteNow, MORE, WORD, Trapeze, and text only documents.

Please see our advertisement on page 85

Visual Information Inc. **007**
16309 Doublegrove St.
La Puente, CA 91744

VII announces its new, enhanced version of Dimensions, the leader in Macintosh 3-D CAD and Presentation graphics. New design and imaging features, with an improved user interface will be shown in our booth.

Booth #

White Pine Software, Inc. **83**
94 Rte. 101A, P.O. Box 1108
Amherst, NH 03031

WhizzardWorks™ **M19**
175 Villa Terrace
San Francisco, CA 94114

The Whizzard™ is an add-in speed board for the Macintosh 128, 512, 512E and MacPlus. Based on the MC68020 and 68881, the WhizzardTM comes in 4 speeds--12, 16, 20, and 25 MHz. Available with either 1, 2, or 4MB of fast RAM. The MP 25.1 transforms the MacPlus into one of the world's fastest PCs. WhizzardTM = Whiz (as in Math Whiz) + Wizard (as in Oz)...Whizzing Wizardry.

Williams & Macias, Inc. **1019**
S. 3707 Godfrey Blvd.
Spokane, WA 99204

Williams & Macias, Inc. will be demonstrating myDiskLabeler™, Prospector™, and GPL™. myDiskLabeler is a utility which makes labels for 3-1/2-inch disks for Macintosh. Prospector is a new, fast disk library manager and file finder that runs as a desk accessory. GPL is a general purpose labeler application which combines text and graphics for a variety of pre-formatted labels. Featured paper products are Smart Labels, Laser Labels (white and colored), Audio and Video Cassette Labels, and Business Cards.

Booth #

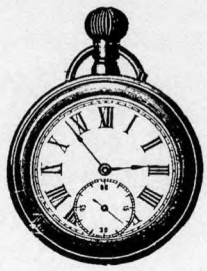
WordPerfect Corp. **1624**
288 W. Center St.
Orem, UT 84057

Working Computer **201**
P.O. Box 86602
San Diego, CA 92138

Specializing in customizable software for business. Featured products include: Clients & Profits™ for ADVERTISING AGENCIES - a complete ad agency management system for job planning, costing and billing. S.B.A. Small Business Accounting™ - a totally customizable accounting program written on Omnis 3 Plus. A/R, A/P, Inventory Control, Order Entry, Sales Reports, and more. And, Business.TOOLS for Omnis 3 Plus - designed to help you learn Omnis tricks, techniques and theory for building your own database applications.

Working Software, Inc. **1710**
321 Alvarado St., Ste. H
Monterey, CA 93940

Working Software, Inc. announces QuickLetter, the first letter processor for the Macintosh. QuickLetter is a desk accessory with features including envelope addressing and vertical centering on the page. In addition to QuickLetter, we're displaying Spellswell, our award-winning spelling checker; Lookup, a desk accessory that lets you check the spelling of a single word from within any application; and Findswell, which finds misplaced documents and gives you immediate access to documents you use frequently.



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Advanced Digital Information Corp. (ADIC)	036
Advanced Elec. Support Prod., Inc.	723
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AEC Management Systems, Inc.	205
Affinity Microsystems, Ltd.	1211
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DataSpace Corp.	1312
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Doss Industries	009
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Dupont Electronics	2236
Dynamac Computer Products, Inc.	1513
Dynamic Graphics, Inc.	230
E-Machines, Inc.	632
Eastman Kodak Co.	2033

MacTilt SE®

The Mac SE sitting on the desk leaves the screen too low for comfortable operation. MacTilt SE elevates the Mac 4" and provides 30° tilt and 360° rotation for better viewing and greater operator comfort. **$89.95**

The Muzzle™

The Muzzle protects your confidential files, documents, and other sensitive data. A locking bracket effectively prevents the Mac SE from being powered up, eliminating access to any data on the hard disk. The entire Muzzle can also be secured to a desk or workstation with a cable or chain to physically secure the Mac in place. **Muzzle $49.95**

MacTilt SE/Muzzle $129.95

Pedestal Base™
for Large Screen Display

The same outstanding features and user benefits of the MacTilt are now available for your Large Screen Display, Commercial CRT, Personal or Portable Computer, or Graphics Monitor. Enjoy a better viewing angle and reduced eye, neck, and back strain. Call for specific models. **$89.95-$99.95**

Mac II Workstation™

Everyone who needs the power of the Mac II also needs the space that the Monitor and Processor occupy. If there is no desk space to organize work and lay out projects, the Mac II's effectiveness is limited. The new Mac II Workstation takes a totally new approach to workstation ergonomics. This free standing workstation sits alongside your desk and provides a unique arm suspension system and shelf area giving the operator the ultimate in adjustability and space savings. **$499.95**

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MacBuffer LW™

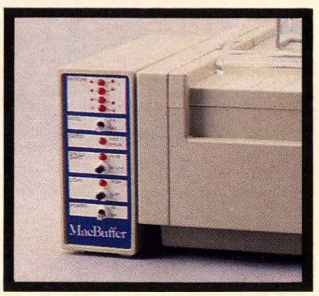
MacBuffer LW increases office productivity by eliminating the need to wait for the LaserWriter. This means that every operator on the network can send MacBuffer LW their print jobs and get back to work. MacBuffer LW can handle unlimited Macs and LaserWriters, provides for full queue management, and is totally transparent to operators. Available in 1,2,3, and 4 Meg models. Call for pricing.

MacTilt®

With a silky-smooth, one hand motion, your Macintosh can be adjusted to relieve operator stress, ease neck, back, and eye strain, and increase productivity. The MacTilt elevates the Mac 4", and provides 30° tilt and 360° rotation at the touch of a finger. **$89.95**

Mouse Cleaner 360°™

By regularly cleaning your Mouse, you can eliminate sluggish operation and expensive repair bills. By removing the grime from the tracking rollers, free cursor movement is quickly restored. Compatible with IBM, Apple, Atari, Amiga, Microsoft Mouse, and others. **$16.95**



MacBuffer™

If you are an Imagewriter user, MacBuffer will automatically reduce the time the Macintosh spends waiting for the printer. In addition to less time spent waiting, MacBuffer enables two Macs to share one printer and has Local Copy and Single Sheet Mode. Get the most out of your Imagewriter I or II with MacBuffer. Call for pricing.

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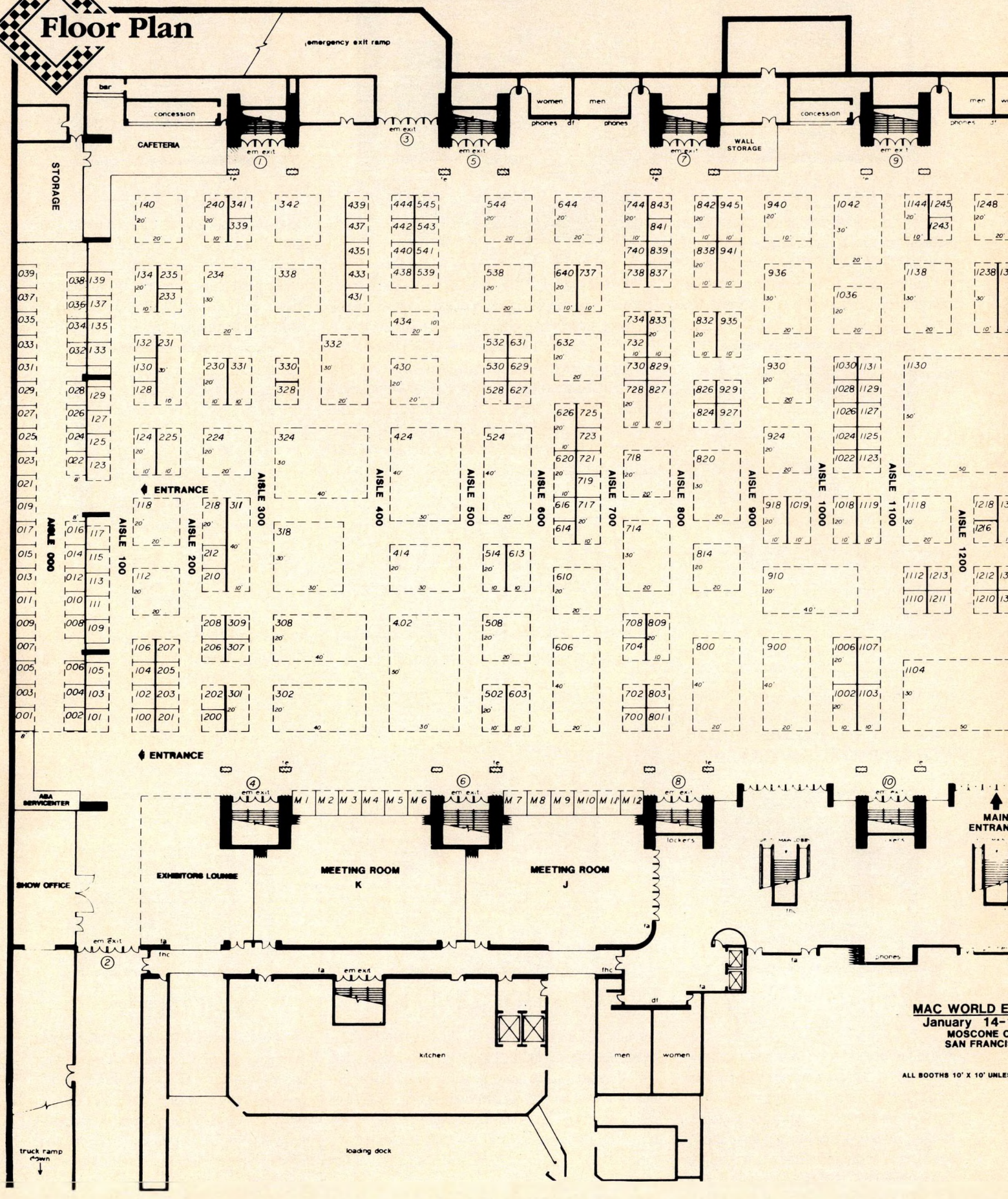
emergency exit ramp
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concession
CAFETERIA
STORAGE
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AISLE 200
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AISLE 1100
AISLE 1200
ENTRANCE
ABA SERVICENTER
SHOW OFFICE
EXHIBITORS LOUNGE
MEETING ROOM K
MEETING ROOM J
lockers
kitchen
men
women
loading dock
truck ramp down
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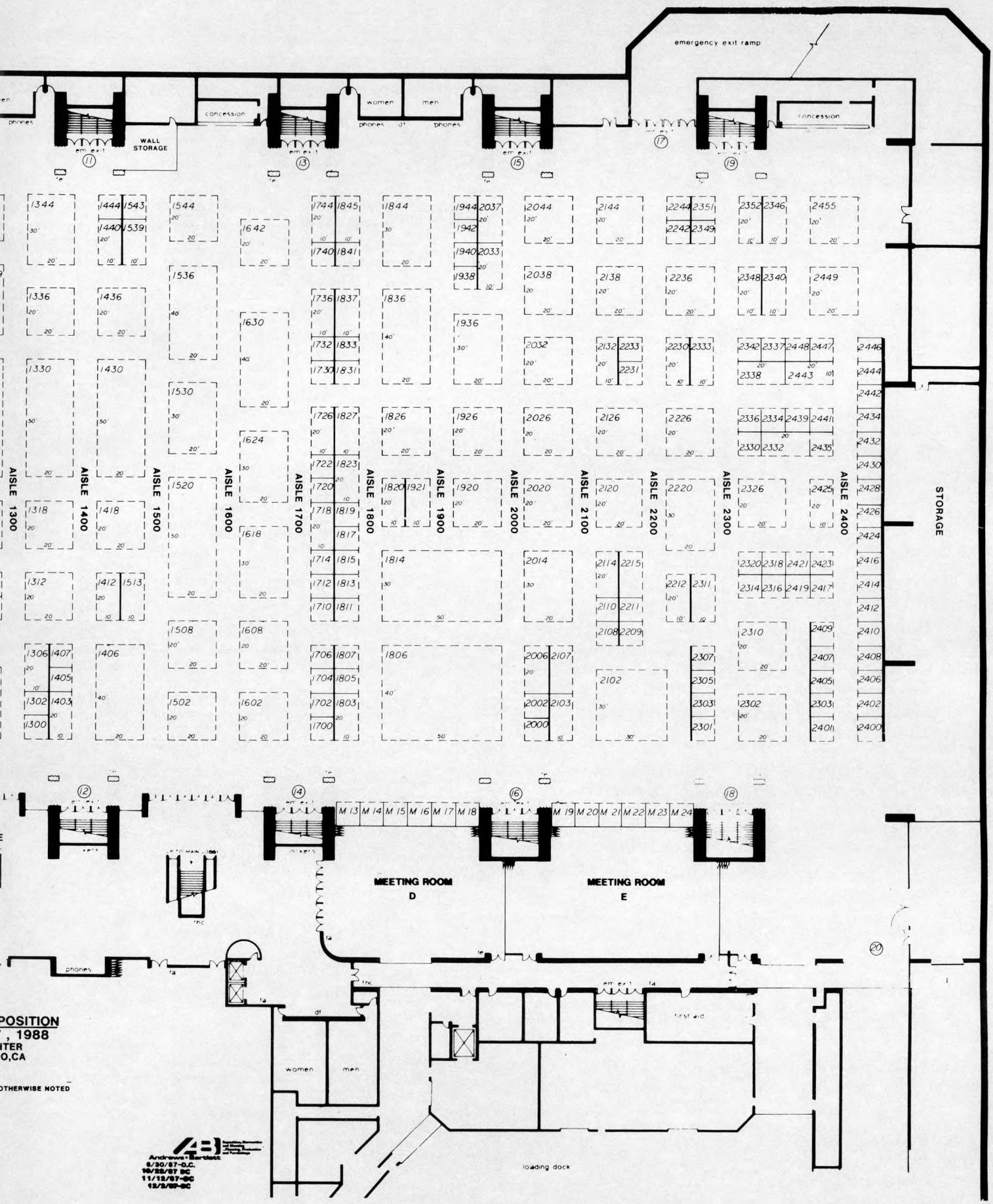
emergency exit ramp
WALL STORAGE
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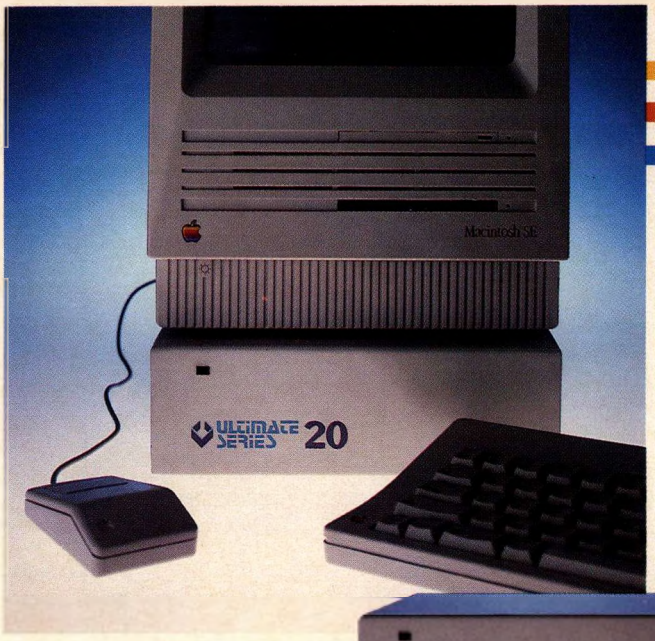

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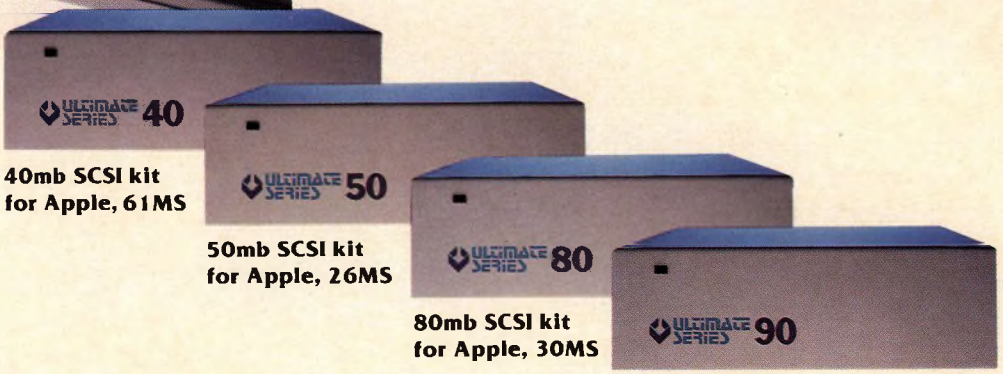

40mb SCSI kit for Apple, 61MS

50mb SCSI kit for Apple, 26MS

80mb SCSI kit for Apple, 30MS

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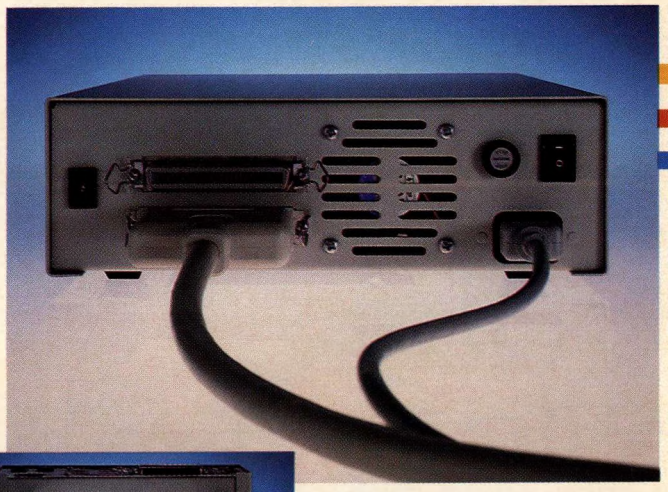
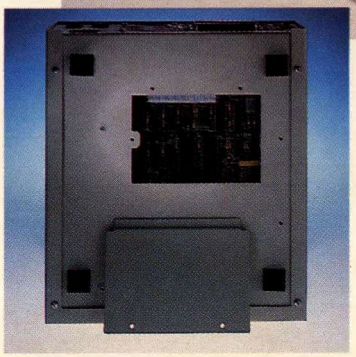
The Ultimate Series Apple Subsystems give you fast and simple "plug and play" installation. Compatible with the Apple Mac Plus, Mac SE, and Mac II, the systems include driver and utility software, SCSI cabling, internal power supply, and all necessary hardware.

*And the Ultimate Series is the only subsystem that is **shock mounted** for ease of portability.*

Call today for complete information on the Ultimate Series Apple Subsystems . . . the most effective answer for taking a bite out of the cost of your Apple.





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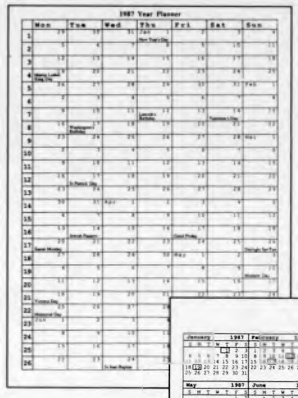

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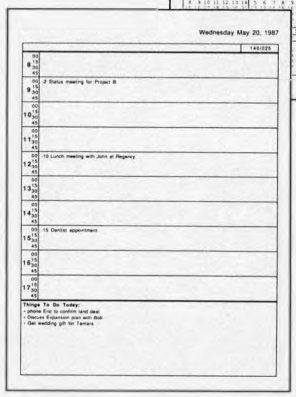

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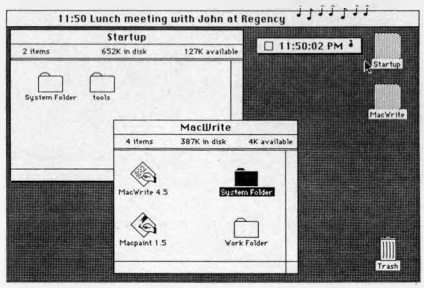

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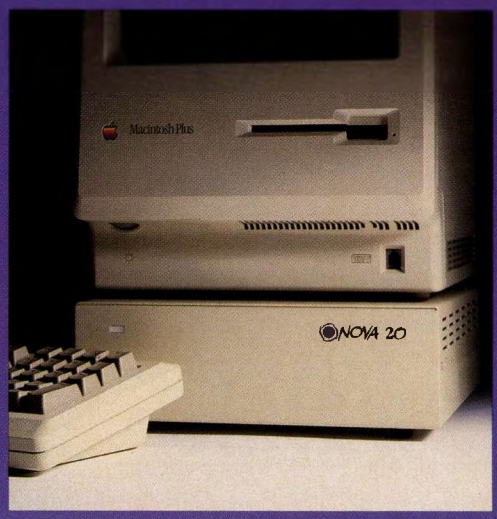

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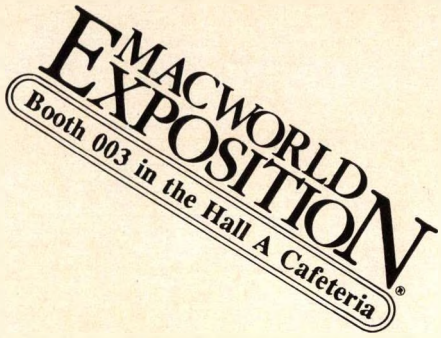

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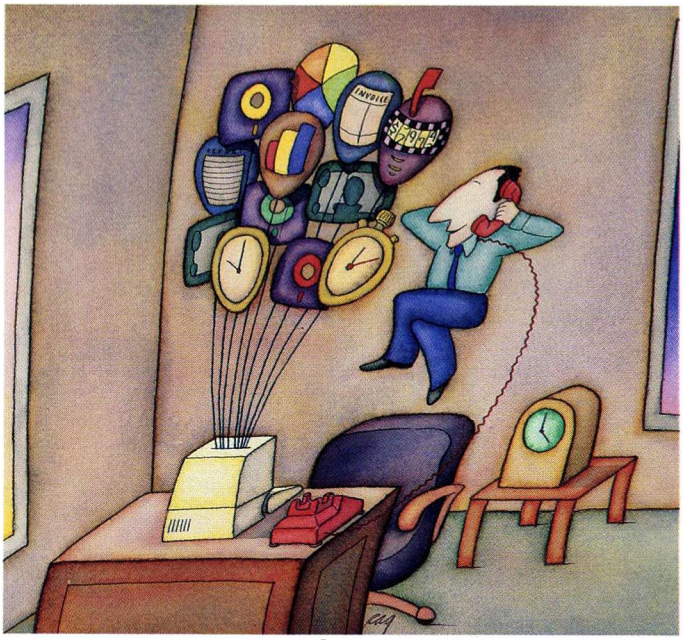

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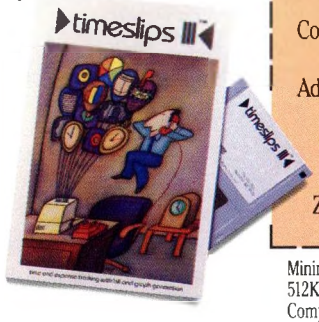

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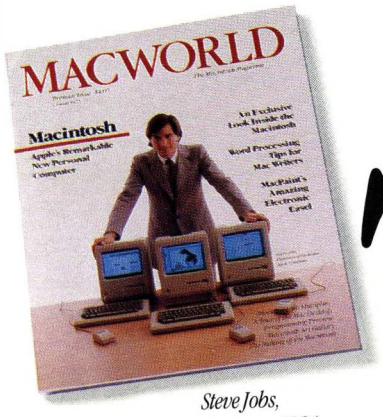

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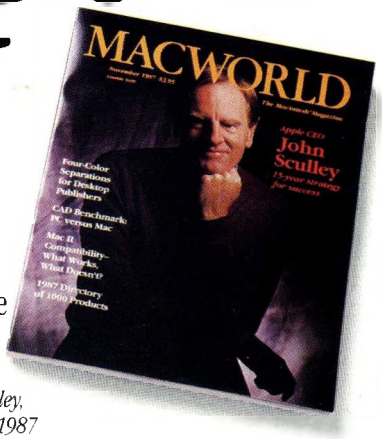

John Sculley, November 1987

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